

Test Your Export-Ability

Select the answers to the questions below that seem most appropriate to your company. When you're finished, submit the questionnaire. Your score will measure your readiness to export.

1. Immediate or short-term profitability is not a requirement in our decision to export
 Yes No
2. We are prepared to invest significant time and money in developing export markets
 Yes No
3. Financing for business expansion is readily available
 Yes No
4. We have strong working capital reserves
 Yes No
5. Our proposed export product (good or service) is a sales success in the Canadian marketplace
 Yes No
6. Our decision to export is driven by these factors: (check all that apply)
 Need to dispose of excess product
 Hope to augment Canadian sales with a few foreign orders
 Need to stabilize seasonal domestic markets
 Extend the life of existing products
 None of the above
7. Our product is new or unique in target export markets
 Yes No
8. Our product has these competitive edges in its favor: (check all that apply)
 Patented process
 Unique know-how or skills
 Superior value
 Unique packaging/presentation
 Timely delivery
 Exceptional after-sales servicing
 Customer credit or financing
 None of the above
9. Our business has been operating for more than two years
 Yes No

10. We sell our product across most or all of Canada
 Yes No
11. We know our competition in both domestic and foreign markets
 Yes No
12. We have investigated and identified business practices and product modifications needed in our target markets
 Yes No
13. One or more individuals in our employ has export experience
 Yes No
14. One or more of our people will be directly responsible for our export efforts
 Yes No
15. We have resources in-house or readily available that have: (check all that apply)
- Ability to speak foreign languages
 - Familiarity with foreign cultures & business practices
 - Potential contacts in foreign target markets
 - Canadian export community contacts
 - International negotiations experience
 - Technical experience in international trade
16. We have factored in the impact of currency rate fluctuations, local pricing and costing and tax laws
 Yes No
17. We have export financing relationships in place
 Yes No
18. We have investigated distribution channels in our target markets and potential strategic alliances
 Yes No
19. We have a written export plan
 Yes No
20. Senior management is fully committed to exporting
 Yes No