



Pre-export readiness checklist

An assessment guide for new exporters

Checklist structure:

Category	Factors	Number of questions
1. Before planning.	The team, the operation, the product and the network.	18
2. Before investing.	The plan, the logistics, the service and the innovation.	23
3. Before exporting.	The legal, the financial, the competitors and the travel.	30

Checklist guidelines:

1. This checklist is organized into three main categories:
 1. Before planning – focused on the characteristics of the firm.
 2. Before investing – focused on the decision-maker/s involved in the export venture.
 3. Before exporting – focused on internal and external stimuli that can influence or affect the export venture.
2. Depending on the relevance of each question for the checklist, there are two different types of answers:
 - One checkbox (means that this question is essential for the pre-export readiness checklist, therefore it must be ticked to continue with the assessment).
 - Two checkboxes with "Yes" or "No" answers (means that depending on its importance for the pre-export assessment each question has a different aggregate score).

3. Scoring system:

Answer	Score
<input type="checkbox"/> "Tick questions with a single checkbox"	40 points - Extremely important
<input type="checkbox"/> "Yes"	30 points - Very important
	20 points - Fairly important
	10 points - Important
<input type="checkbox"/> "No"	0 points - Not checked <i>(not recommended)</i>

4. All sub-questions (e.g. 2.1 If yes, are all departments essential to exporting represented in decision-making?) do not score points.
5. The necessary order to follow is from the first category to the second, and from the second to the third category (in the same order as point 1).



6. In order to move from the first to the second category, and from the second to the third category the respondent must have scored the following results, if not more to each category:

Category	Minimum score	Total minimum score for each category
1. Before planning.	240 points from "extremely important questions" (equals the 100%) – 217 points from the other questions (equals the 75%).	457
2. Before investing.	200 points from "extremely important questions" (equals the 100%) – 316 points from the other questions (equals the 75%).	516
3. Before exporting.	480 points from "extremely important questions" (equals the 100%) – 285 points from the other questions (equals the 75%).	788

7. If the respondent has received the same, or more points in each category (as showcased in table from point 6) then is assessed as ready to start the export venture.

1 Before planning

Characteristics of the firm

The team

1. Does the upper management support the export venture? *40 points*

2. Is it well defined who is involved in the decision-making process? *40 points*

1. If yes, are all departments essential to exporting represented in decision-making?

Yes No

2. If no, has one person been given responsible for the decision-making?

Yes No Not applicable

3. Is it well defined who has the authority for leading the venture? *30 points*

Yes No

4. Does the firm has enough knowledge to know which international markets should it select? *30 points*

Yes No

1. If yes, are the people with that knowledge represented in decision-making?

Yes No Not applicable

2. If no, does the firm has access to external expertise that is included in decision-making?

Yes No Not applicable

5. Is it necessary to include external human resources? *10 points*

Yes No

6. Has the team checked the size, growth, accessibility, and economic stability of the host market? *30 points*

Yes No

7. Do the involved employees have enough knowledge about the chosen host market?

30 points

Yes No

The operation

8. Considering the host market size and customer demands, does the firm have enough production capacity for an increase in demand? *40 points*

9. Would the firm need to acquire new machinery, equipment or procedures? *30 points*

Yes No

10. Does the firm controls its own supply chain? *10 points*

Yes No

The product

11. Does the product need to be adapted to the foreign market? *40 points*

12. Is your product sold successfully in your local market? *20 points*

Yes No

13. Does the product meet or exceed standards in the host market, including regulatory, standards and legal? *40 points*

14. Does your product need insurance for product liability? *30 points*

Yes No

15. Is there a market for your product outside your local market? *40 points*

The network

16. Is the firm engaged in industry networks like an export trade association, chamber of commerce or other relevant organizations? *30 points*

Yes No

17. Does the firm have connections with institutions like export promotion agencies, embassies or similar institutions? *20 points*

Yes No

18. Is it necessary to expand the professional network and-or international relations? *20 points*

Yes No

2 Before investing

Decision-maker

The plan

1. Is it clear how much time the firm needs to develop the export venture? *30 points*

Yes No

2. Does the firm have clear expectations for this project? *30 points*

Yes No

3. Has the firm calculated the minimum necessary revenue to operate in the host market? *40 points*

1. If so, has the firm calculated the minimum amount of business needed to be profitable in the host market?

Yes No Not applicable

4. Does the firm have a business plan for the export venture? *40 points*

1. If so, have people who will be responsible for executing the plan been consulted?

Yes No Not applicable

2. If no, have resources been allocated to develop a business plan for the export venture?

Yes No Not applicable

5. Does the firm have the opportunity to pursue international bidding projects? *10 points*

Yes No

6. Does the firm have a marketing plan or strategy? *30 points*

Yes No

7. Has the firm identified key stakeholders in the host market? *30 points*

Yes No

8. Does the firm have a communications plan for the host market that includes targeting key stakeholders? *20 points*

Yes No

The logistics

9. Does the firm have a way to move the products to the host market? *40 points*

10. Has the firm considered all possible sales and distribution channels viable in the host market? *30 points*

Yes No

11. Does the firm need a local distributor or agent in the host market? *40 points*

1. If so, do the firm and the distributor have clear expectations?

Yes No

12. Has the firm considered logistic companies as possible distributors for the host market? *30 points*

Yes No

12.1 If yes, has the firm identified and assessed the strength of a possible partnership?

Yes No Not applicable

The service

13. Does the firm need local support in the host market (spare parts, repairs and maintenance)?

40 points

14. Does the firm have established channels or communications suitable for prospects, clients, and stakeholders in the host market? *20 points*

Yes No

15. Has the firm checked how is going to support the product in the host market? *30 points*

Yes No

16. Does the firm need local customer support in the host market (sales support, product support, warranty support, etcetera)? *30 points*

Yes No

17. Has the firm checked how is going to establish a customer service in the host market? *30 points*

Yes No

The innovation


18. Is the product different from the competition in the host market? *20 points*

Yes No

19. Does the firm have established process for accepting feedback from experience with the host market and implementing changes?

10 points

Yes No



20. Is the firm prepared to eagerly adopt external trends? *10 points*

Yes No

21. Has the firm established a high-velocity decision-making process? *20 points*

Yes No

22. Has the firm considered how to approach export as an intrapreneurial venture? *10 points*

Yes No

23. Has the firm considered how is going to balance the firm identity if the product needs to be adapted? *30 points*

Yes No

3

Before exporting

Internal-External stimuli

The legal

1. Has the firm catalogued the necessary extension of intellectual property rights in the host market? *40 points*
2. Has the firm secured the rights to its company name in the host market? *40 points*
3. Has the firm developed a risk mitigation strategy for exporting to the host market? *30 points*
 Yes No
4. Has the firm checked what are the necessary legal documents to start exporting? *40 points*
5. Are there any trade barriers in the host market? *40 points*
1. Are there any tariffs or quotas in the host market?
 Yes No
2. Has the firm checked what are the product labelling requirements?
 Yes No

3. Does the firm have an input that is illegal in the host market?
 Yes No
4. Are the product regulations different in the host market?
 Yes No
6. Does the product need an exporting license for export controls? *40 points*
7. Does the firm fulfill the accounting provisions of the Foreign Corrupt Practices Act of 1977? *40 points*
8. Are there any exporting promotion programs in the home country that the firm can benefit from? *10 points*
 Yes No
9. Does the firm need an insurance? *20 points*
 Yes No
10. Is the firm already set up in the host market? If so, does it need legal advice? *20 points*
 Yes No
1. Has the firm checked the contract regulations for employees in the host market?
 Yes No Not applicable
11. Has the firm checked the data privacy laws in the host market? *40 points*
- #### The financial
12. Does the firm have enough financial resources to expand the production capacity, if needed? *30 points*
 Yes No

13. Does the firm have enough financial resources to expand to another market? *40 points*
14. Does the firm have a budget for the whole export venture? *40 points*
1. If so, have enough resources to start the export venture?
 Yes No Not applicable
15. Has the firm checked which forms of payment are the most appropriate for making the product more competitive? *30 points*
 Yes No
16. Does the firm's existing bank have the capabilities to support the export venture? *20 points*
 Yes No
17. Has the firm established foreign currency support and risk mitigation? *30 points*
 Yes No
18. Has the firm checked which sources of finance will be required? *40 points*
19. Has the firm checked which types of payment are accepted in the host market? *30 points*
 Yes No
20. Has the firm checked institutional export financing services for new exporters? *10 points*
 Yes No
21. Will it be necessary to set up a bank account in the host market to receive payments? *40 points*

21.1 If yes, does the firm need external advice for setting up the business?

Yes No

The competitors

22. Are there any competitors in the host market that have a competitive advantage?

40 points

23. Is there already a market for products similar to the firm in the host market? *30 points*

Yes No

24. Is there an opportunity to partner with a competitor? *10 points*

Yes No

25. Does the firm have a clear competitive strategy? *30 points*

Yes No

26. Has the firm conducted a landed cost analysis to know its position in the host market? *30 points*

Yes No

The travel

27. Has the firm checked what travel documents and medical certificates are required in the host market? *10 points*

Yes No

28. How is the firm addressing cultural differences in the host market? *20 points*

Yes No

29. Has the firm identified trade shows or other events in the host market that are integral to the export plan? *20 points*

Yes No

30. Has the firm identified internal and external resources necessary to support travel required in the export plan? *30 points*

Yes No