

# EXPORT READINESS CHECKLIST

## EXPORT PRODUCT/SERVICE

*For promotion of the offering in export, company should define the exporting product or service, necessary quality standards, and develop its product up to international standards and optimal quantities.*

- ☐ Is my product/service suitable for export?
  - ☐ Compliance with the preferences of potential clients?
  - ☐ Compliance with industry requirements and standards in the target markets?
- ☐ Is your pricing policy competitive?
  - ☐ Are import and retail prices of competitors and clients taken into account?
  - ☐ Are all costs (transport, taxes, other) included?
- ☐ Is packaging and labelling of your product suitable for export?
  - ☐ Compliance with the preferences of potential clients?
  - ☐ Compliance with industry requirements and standards?
  - ☐ Have you researched packaging and labelling of your competitors?
- ☐ Is your production capacity suitable for the demand of your potential clients?

## BRAND AND MARKETING

*Corporate identity is the external face of the corporation—the unique, individual personality of the company that differentiates it from other companies. Professional corporate image creates the first impression on a new customer.*

- ☐ Is your corporate identity suitable for the target market?
  - ☐ Does your company have a distinctive brand and a visual identity?
  - ☐ Have you researched how your competitors in export market look like?
- ☐ Does your product/service have a professional brand?
- ☐ Does your company have a website in English and other target languages?
- ☐ Does your company have a presentation and brief information material about your product/service?
- ☐ Does your company have a product catalogue?
- ☐ Does your company have exhibition stand, other materials needed for marketing?
- ☐ Are you aware of the marketing instruments that your competitors are using in export markets?

## SALES RESOURCES

Exporting company is in need of a person who has export manager's role with main responsibility – export sales process organization. For smaller exporters, this role can also be performed by existing sales people or managing personnel.

- ☐ Does your company have sales skills and sales process organization for entering export market?
  - ☐ Do you have an employee/s with good foreign language skills who could focus on export market (an export manager/s)?
  - ☐ Are communication processes within company (taking into account language differences and several involved departments) well integrated to ensure timely and qualitative delivery / service to export clients?

## EXPORT STRATEGY AND PLAN

Export strategy and plan is a strategic document for an exporter for its export development. Export strategy is a guiding document; however, Export plan is an activity plan for one year export development.

- ☐ Do you have a developed export strategy to guide you to your export goals?
- ☐ Are your employees informed about your export strategy?
- ☐ Have you defined strategic export markets?
- ☐ Are your export plans' goals S.M.A.R.T.?
- ☐ Have you carried out market research on the strategic export markets?
- ☐ Have you planned certain activities for penetrating the new market, e.g. international exhibitions, trade missions, B2B match-making events, direct partner search, e-commerce.

## EXPORT BUDGET AND FINANCE INSTRUMENTS

To develop export, company needs to have a budget for export activity development, development of its marketing tools and available human resources for export sales activities.

- ☐ Does your company have an export and marketing budget?
- ☐ Does your company have own financial resources for export development?
- ☐ Do you know how and where to find additional financing for export development?


## PARTNERS, EXPERTS:

 GATEWAY  
& PARTNERS

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25 years Home of Business

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 EUROPEAN UNION

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