

## Export Readiness Assessment Quiz

Are you prepared to embark on the journey of exporting? The following questions aim to gauge your readiness:

1. Do you have a product available for export? Yes/No
2. Has your product been successfully sold in the domestic market? Yes/No
3. Do you have sufficient production capacity to meet local and export market demands? Yes/No
4. Can your financial foundation support your product in the export market? Yes/No
5. Are you committed to dedicating staff, time, and resources to the export process? Yes/No
6. Does anyone in your company have prior experience in exporting? Yes/No
7. If your answer to question 6 is no, would you be open to seeking professional assistance to enhance your export capabilities? Yes/No
8. Do you know about modifying packaging and ingredients to meet export market requirements and consumer preferences? Yes/No
9. Do you know or have experience in international transportation methods (land, sea, or air)? Yes/No
10. Have you hired, or do you plan to hire, a customs broker or freight forwarder? Yes/No
11. Do you understand export payment mechanisms and procedures satisfactorily? Yes/No
12. Are you capable of providing after-sales support in your overseas market? Yes/No
13. Can your product effectively compete and thrive in the export market? Yes/No
14. Have you researched your target export market? Yes/No
15. Have you enlisted a sales representative, distributor, or agent in the target export market? Yes/No
16. Have you established a partnership with a firm in the export market? Yes/No
17. Is your product currently being marketed in overseas markets? Yes/No
18. Have you translated all promotional materials and labels into the language of your export market? Yes/No

Scoring Classification and Recommendations:

<b>Phase</b>	<b>Scoring Classification</b>	<b>Recommendation</b>
<b>Ready</b>	If you answered “No” to 10 or more of the questions, then you are not ready to export.	<p>To get prepared for your export market:</p> <ul style="list-style-type: none"> <li>• Assess the advantages and disadvantages of exporting.</li> <li>• Carefully analyze your strengths, weaknesses, opportunities, and threats</li> <li>• Develop an Export Plan.</li> </ul>
<b>Steady</b>	If you selected “Yes” for 10 to 14 questions, additional knowledge, experience, and expertise related to export is required.	<p>To get set for your export market:</p> <ul style="list-style-type: none"> <li>• Seek advice and guidance for areas of weakness.</li> <li>• Develop and strengthen your export plan</li> <li>• Take proper precautions to mitigate risks.</li> </ul>
<b>Export</b>	If you selected "Yes" for 14 to 18 questions, you have a solid understanding and foundation for export.	<p>You are likely an experienced exporter or very well-prepared and ready to export. However, a good plan will vastly improve your company’s chances to mitigate risks and succeed in your identified export market(s). We recommend that an Export Plan be developed; if one currently exists, it should be updated.</p>

