Export Readiness Assessment Questionnaire

SUSTA
Southern United States Trade Association

Name and Job Title:	Phone and Email:
Company Name:	State:

To determine the level of readiness for your company to participate in SUSTA's Export Readiness Training, please answer the following questions:

1. **Do you have a product that has been successfully sold in the domestic market?**
   ☐ Yes   ☐ No

2. **How extensive is your current domestic sales outreach?**
   ☐ Large National Customer Base   ☐ Large Regional Customer Base   ☐ Large Local Customer Base

3. **What kinds of sales and distribution channels does your company use to market domestically?**
   ☐ Wholesaler   ☐ Regional Distributor   ☐ Retailer   ☐ Final Consumer   ☐ Other: _____

4. **Do you customarily conduct market research and planning for your domestic operations?**
   ☐ Yes   ☐ No

5. **To what extent do you advertise and promote your products in the domestic market?**
   ☐ Very Aggressively   ☐ Fairly Aggressively   ☐ Modestly   ☐ Not Much   ☐ None

6. **Has your company received any unsolicited inquiries from foreign firms?**
   ☐ Yes   ☐ No

7. **Can your product tolerate international transport, including harsh or varying environmental conditions?**
   ☐ Yes   ☐ No

8. **Do you have enough production capacity to meet local and export market demand?**
   ☐ Yes   ☐ No

9. **Could you promptly fill any new export orders from present inventory or other sources?**
   ☐ Yes   ☐ No

10. **Does your company have the financial resources to actively support the marketing and increase in sales of your products in overseas markets?**
    ☐ Yes   ☐ No

11. **Do you or any of your managers or staff have experience in exporting marketing or international sales?**
    ☐ Yes   ☐ No

12. **Is your company willing to prepare an international marketing plan, with defined goals and strategies?**
    ☐ Yes   ☐ No

13. **Is your company committed to developing export markets and willing and able to dedicate staff, time, and resources to the process?**
    ☐ Yes   ☐ No

14. **Does your company have capabilities to modify ingredients and product packaging to meet foreign import regulations, cultural preferences, and survive competition?**
    ☐ Yes   ☐ No

15. **Is your company willing to gain knowledge in shipping your product overseas, such as identifying and selecting international freight forwarders and freight costs to ensure customs clearances overseas?**
    ☐ Yes   ☐ No

16. **Is your company willing to gain knowledge and experience in trade finance and export payment methods?**
    ☐ Yes   ☐ No