

EXPORT READINESS ASSESSMENT



Gateway 1: Business standing

1. Has your business operated profitably in the last 12 months?

- No (2 points) Not sure (5 points) Yes (10 points)

2. Is your business expected to grow in the next 12 months?

- No (2 points) Not sure (5 points) Yes (10 points)

3. Do you have a positive reputation among your customer base?

- No (2 points) Not sure (5 points) Yes (10 points)

4. Do you have an established presence online (e.g. website and social media)?

- No (2 points) Not sure (5 points) Yes (10 points)

Score for Gateway 1 =

Gateway 2: Reasons for going global

1. Did you identify a business opportunity for your product or service?

- No (2 points) Not sure (5 points) Yes (10 points)

2. Are you looking to go overseas to increase your sales?

- No (2 points) Not sure (5 points) Yes (10 points)

3. Is your plan to go global supported by the leadership group in your business?

- No (2 points) Not sure (5 points) Yes (10 points)

4. Is your intention to go global supported by an export strategy and consistent with broader business plan?

- No (2 points) Not sure (5 points) Yes (10 points)

Score for Gateway 2 =

Gateway 3: Internal capabilities

1. Does your business have the resources and/or expertise to develop markets overseas?

- No (2 points) Not sure (5 points) Yes (10 points)

2. Is someone in your business going to lead international expansion efforts and do they have the expertise for it?

- No (2 points) Not sure (5 points) Yes (10 points)

3. Will your business be able to meet the consistent high quality and larger quantities demanded by international customers?

- No (2 points) Not sure (5 points) Yes (10 points)

4. Will your business be able to wait for more than 3 years before realising returns from your venture overseas?

- No (2 points) Not sure (5 points) Yes (10 points)

Score for Gateway 3 =

Gateway 4: Knowledge of foreign market(s)

1. Have you conducted research to determine whether there is demand for your product or service in any overseas market?

- No (2 points) Not sure (5 points) Yes (10 points)

2. Have you identified your competitors in your target market?

- No (2 points) Not sure (5 points) Yes (10 points)

3. Do you have something unique or special that your competitors do not offer?

- No (2 points) Not sure (5 points) Yes (10 points)

4. Have you been able to estimate the size of the market for your product or service overseas?

- No (2 points) Not sure (5 points) Yes (10 points)

Score for Gateway 4 =



Gateway 5: Overseas connections

- 1. Are you familiar with the way of doing business in your target market?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 2. Have you got meaningful connections in the overseas market to help you establish there?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 3. Has a potential buyer expressed interest in your product or service?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 4. Do you have an international marketing strategy, especially for your target market?**
 No (2 points) Not sure (5 points) Yes (10 points)

Score for Gateway 5 =

Gateway 6: Awareness of administrative requirements

- 1. Does your product or service require certification or approval in order to be produced or sold in Australia?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 2. Will you be able to meet foreign market certification requirements or approvals for your product or service?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 3. Have you considered the implications of taxes, duties and other charges on your goods or services exports (e.g. VAT, tariffs, customs)?**
 No (2 points) Not sure (5 points) Yes (10 points)
- 4. Is your product or service covered by a preferential trading agreement between Australia and your target market overseas?**
 No (2 points) Not sure (5 points) Yes (10 points)

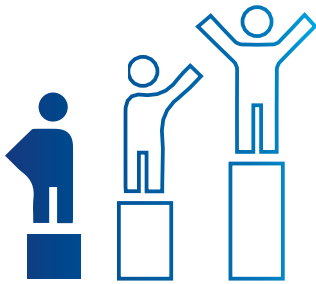
Score for Gateway 6 =

Your total score =



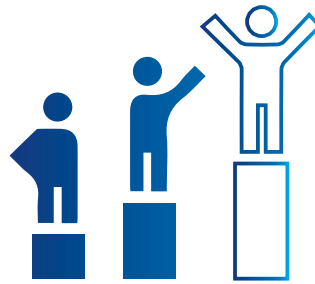
EXPORT READINESS ASSESSMENT

Assessment Score



<120

You still have to build the foundations.



120-180

You're not quite there yet.



>180

Congratulations!
You are export ready!

