

Export Readiness Assessment (ERA) Questionnaire

To determine the level of export readiness of your company, please answer the following thirteen questions (*circle the choice that best describes your company*).

1. Does your company have export experience?
a. Yes b. No
2. Did your company achieve positive net income (profit) at the end of last year?
a. Yes b. No
3. Does your company have the financial resources to actively support the marketing of your products and/or services in your targeted overseas markets?
a. Yes b. No
4. How much per year can your company commit to a budget for international business development?
Annual international expense budget: _____
5. Does your company have or is your company preparing an international marketing plan with defined goals and strategies?
a. Yes b. No
6. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?
a. Yes b. No
7. What kinds of sales and distribution channels does your company use to market domestically?
a. Wholesaler b. Retailer c. Final Consumer d. Other _____
8. Does your company usually conduct market research and planning for your domestic operations?
a. Always b. Sometimes c. Rarely d. Never
9. Does your company have access to lending?
a. Yes b. No
10. Has your company received any unsolicited inquiries from foreign firms?
a. Yes b. No
11. Do any of your current managers or staff have export marketing or international sales experience?
a. Yes b. No
12. Has your management team received any training in international trade topics in the last two years?
a. Yes b. No
13. Does your company have adequate knowledge of trade finance to facilitate an export transaction?
a. Yes b. No