

# Export Readiness Initial Assessment



This assessment consists of 5 separate dimensions. Each dimension is scored in 4 areas, for a total of 20 questions. Your score along each dimension as well as overall is explained at the end of the assessment.

**MICHIGAN STATE**  
UNIVERSITY

Broad College of Business  
International Business Center

**PURE MICHIGAN**<sup>®</sup>  
Michigan Economic Development Corporation

# Dimension 1

## COMPETITIVE CAPABILITIES

- 1.** Does your company have an established and profitable domestic market for your product or service?

No (0)       Somewhat (2)       Yes (5)

- 2.** Is your company financially stable with at least 3 years of profitability as well as sustained positive cash flow?

No (0)       Somewhat (2)       Yes (5)

- 3.** Do your product lines offer significant competitive advantages over products of the best companies in the world in terms of prices, features and/or benefits?

No (0)       Somewhat (3)       Yes (5)

- 4.** Have professional budgeting and financial management processes been in place in your company for at least several years?

No (0)       Somewhat (3)       Yes (5)

Dimension 1  
**SCORE**

## MOTIVATION FOR GOING INTERNATIONAL

**5.** Is exporting part of your company's long-term expansion strategy and not solely a mitigation strategy for excess inventory or seasonal market fluctuations?

No (0)

Somewhat (3)

Yes (5)

**6.** Does your company have a formal documented export plan with defined goals and strategies?

No (0)

Only an informal one (2)

Yes (5)

**7.** Is your company committed to providing the same level of service given to your domestic customers?

No (0)

Somewhat (2)

Yes (5)

**8.** Have you conducted any market research to identify or confirm high potential foreign markets for your products or services?

No (0)

Limited (3)

Yes (5)

Dimension2  
**SCORE**

## COMMITMENT OF OWNERS AND TOP MANAGEMENT

**9.** Are your company's owners and top management absolutely committed to developing export markets and are willing and able to dedicate staff, time and resources to the process?

No (0)                       Somewhat (3)                       Yes (5)

**10.** Has your company's management identified a dedicated person whose primary responsibility will be the export operations?

No (0)                       Somewhat (2)                       Yes (5)

**11.** Is your company's management willing to wait long enough (possibly 2 to 3 years) to achieve acceptable export results on their initial foreign market investment?

No (0)                       Somewhat (2)                       Yes (5)

**12.** Do the members of your current management team have exporting or international marketing experience?

No (0)                       Somewhat (3)                       Yes (5)

Dimension3  
**SCORE**

## PRODUCT READINESS FOR FOREIGN MARKETS

**13.** Does your company have spare production capacity along with a reliable supply chain that can meet large orders from foreign buyers?

No (0)

Somewhat (3)

Yes (5)

**14.** Is your product compliant with U.S. and target market trade and safety regulations (such as ITAR compliance and CE marking)?

No (0)

Somewhat (2)

Yes (5)

**15.** Does your company have adequate knowledge and capability to customize your product and its packaging in order to meet foreign market demands and cultural preferences?

No (0)

Somewhat (3)

Yes (5)

**16.** Are you capable of providing any special training, on-the-ground technical support, or other after-sale service or support your product or service may require in the target market?

No (0)

Somewhat (2)

Yes (5)

Dimension4  
**SCORE**

## SKILL, KNOWLEDGE AND RESOURCES

**17.** Does your company have knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?

No (0)

Somewhat (3)

Yes (5)

**18.** Does your company have knowledge of international payment methods (such as securing letters of credit) and other concerns that come with international transactions (such as impact of currency fluctuations)?

No (0)

Somewhat (3)

Yes (5)

**19.** Does your company have knowledge of foreign competitors, their products, their marketing strategies and pricing practices?

No (0)

Somewhat (2)

Yes (5)

**20.** Does your company have a visible presence on the Internet (through a professional website, international trade directories, etc.)?

No (0)

Somewhat (2)

Yes (5)

Dimension5  
**SCORE**

## SCORING

### STEP 1

Copy your scores for the dimension to the table below to see your readiness level (Low-Medium-High) for each dimension.

### STEP 2

Combine your dimension scores together to see your total score and check your overall readiness level using the legend below.

Dimension	TOTAL	Low	Medium	High
Competitive Capabilities		0-6	7-13	14-20
Motivation for Going International		0-6	7-13	14-20
Commitment of Owners and Top Management		0-6	7-13	14-20
Product Readiness for Foreign Markets		0-6	7-13	14-20
Skill, Knowledge and Resources		0-6	7-13	14-20
<b>All Dimensions Combined</b>	<input type="text"/>			

Total Scoring Legend	Total Score	Message to the company
	0-20	You are on the right track, but you have a long way to go
	21-39	A good beginning, but you still have work to do
	40-65	You are on the way to being a successful exporter
	66-84	You are almost there; you just need to fine-tune your plans
	85-100	You are ready to be successful in your exporting venture

Your sample score card should look something similar to the following

**Export Readiness Assessment Results of COMPANY XYZ:**

**TOTAL SCORE: 75** (Out of 100)

You are almost there; you just need to fine-tune your plans

Dimension	SCORE
Competitive Capabilities	HIGH
Motivation for Going International	MEDIUM
Commitment of Owners and Top Management	MEDIUM
Product Readiness for Foreign Markets	HIGH
Skill, Knowledge and Resources	LOW