



Export Readiness Check List

Entity Name							
Entity type	Sole Prop.	Partnership	Pty Ltd	Co-opt	Other: specify		
Registration no.				Sector			
Goods/ Services							
Exporter number (if applicable)				Number of years Exporting			
Physical Address							
Street Address							
City/Town							
Province							
Postal Code							
Telephone				Cell			
Fax				Alternative Numbers			
Email							
Website							
Contact Person	Title	Mr	Ms	Name and Surname			
CEO/MD/Owner	Title	Mr	Ms	Name and Surname			
Level of Exporter Readiness (tick applicable one below)				Entity Ownership (tick applicable one below, e.g Women/male Owned Entity 51 %)			
Domestic enterprise (Small Business Management)				Black woman Owned Entity		%	
Explorer (Export Awareness)				White Woman Owned Entity		%	
Export aware (Introduction to Exporting)				Black Male Owned Entity			
Export ready (Planning for Exports)				White Male Owned Entity		%	
Start-up exporter (Succeeding in Exporting)				Disability		%	
Global exporter (Global Exporting)				Other: specify		%	



PART A: BUSINESS READINESS

Question	Yes	No
<p>Question 1 I know why I need to export</p>		
<p>Question 2 My company has been doing business for:</p> <p>Less than 3 years</p> <p>Between 4 and 6 years</p> <p>More than 6 years</p>		
<p>Question 3 My company is financially sound</p>		
<p>Question 4 I have established that my product will be accepted internationally</p>		
<p>Question 5 I have the capacity to supply international markets</p>		
<p>Question 6 I am currently selling into any of the following neighbouring states: Botswana, Lesotho, Namibia, and or Swaziland?</p>		
<p>Question 7 I have the means of communicating with an overseas buyer/distributor/agent?</p> <p>Internet</p> <p>Fax</p> <p>E-mail</p> <p>Telephone</p> <p>Web site</p>		
<p>Question 8 I have a banking facility that will allow me to receive funds from my export orders and I do have adequate finances to fund your export endeavours?</p>		



Question 9 My company has a suitable administration system in place?		
Question 10 I advertise and promote my products in the local market?		
Question 11 I have sufficient resources (staff, production, capital and capacity), to ensure that my company can secure and maintain export orders?		
Question 12 My company and product complies with international standards such as ISO, HACCP etc.		
Question 13 I have an export plan.		

PART B: MY PRODUCT AND PRODUCTION

Question	Yes	No
Question 1. Does my product compare favourably with my local competitors with regards to its features and benefits?		
Question 2 Does my company have sufficient production capacity that can be committed for my export market?		
Question 3 Can I maintain the consistency of the quality of the products, I intend to export?		
Question 4 Are my production costs competitive or the same as my competitors?		
Question 5 My product is new or unique in the intended export markets.		



<p>Question 6 I have to adapt/enhance the features of my product in order to meet or improve on the products offered by my competitors.</p>		
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PART C: MARKET AND MARKETING

Question	Yes	No
<p>Question 1. I have studied the intended markets, to see if I can meet the needs and wants of buyers, better than my competition can?</p>		
<p>Question 2 The development of an export market requires certain expertise, and have I given attention to:</p>		
<p style="text-align: right;">Marketing</p>		
<p style="text-align: right;">Production</p>		
<p style="text-align: right;">Finance/payment</p>		
<p style="text-align: right;">Logistic</p>		
<p style="text-align: right;">Administration</p>		
<p>Question 3 I have the means of communicating with prospective international buyers, through printed medium such as advertisements, brochures and a web site?</p>		
<p>Question 4 I have identified international and local trade fair events that my company could participate on?</p>		
<p>Question 5 I have determined whether I should registered my company name, brand name or trademark in the intended market?</p>		



<p>Question 6 I have sufficient resources (staff, production, capital and capacity), to ensure that my company can achieve and maintain export orders?.</p>		
<p>Question 7 I have identified market entry options? For example: Distributors, Agents, Trading houses and or end users in the country of import..</p>		
<p>Question 8 I have a sufficient understanding of the Incoterms, defining your risk, cost and responsibility in the logistic cycle?</p>		

Part D: EXPORT MARKETING

Question	Yes	No
<p>Question 1. I have established which bilateral or multilateral trade agreements South Africa is signatory to thereby making the exporting my product(s) more advantages to a particular region.</p>		
<p>Question 2 I am aware of the dti export incentives offered to registered South African exporters.</p>		
<p>Question 3 I have an indication of who my potential buyers are, or might be.</p>		
<p>Question 4 I am aware that I may have to adapt/enhance the features of my product/s in order to meet or better the product/s offered by other competitors.</p>		
<p>Question 5 I know if my product/s needs to meet specific technical and non-technical requirements. YES NO</p>		
<p>Question 6 I have considered the distribution of my product from EXW - a DDP basis.</p>		



<p>Question 7 I have identified the strengths or weaknesses related to my company or product and or the country of origin.</p>		
<p>Question 8 I have a pricing strategy for my product that will place me in a better negotiating position with prospective buyers.</p>		

Comment :

Company representative

Name:

Signature:

Date:

ECDC representative

Name:

Signature:

Date:

