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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

**GLOBAL EXPORTER PASSPORT PROGRAMME (GEPP)
Export Readiness Assessment**

| Section 1: Company Information | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--------------|--|-------------------|-------------|--|--|-------------------|--|--|------------------------------|---------------------------------|--|-----------------|--|--|----------------|------|--|------|--|--|--------|--|--|
| Company Name | | | | | | | | | | | | | | | | | | | | | | | | | |
| Company type | | Sole Prop. | | | CC | | | Partnership | | | Pty Ltd | | | Co-opt | | | Other: specify | | | | | | | | |
| Registration number | | | | | | | | | | | | | | Exporter number | | | | | | | | | | | |
| Date of Birth | | Year | | | | | | M | | | | | | D | | | Gender | | | Male | | | Female | | |
| Name | | | | | | | | | | | | Tel: | | | | | | | | | | | | | |
| Surname | | | | | | | | | | | | Cell: | | | | | | | | | | | | | |
| Email | | | | | | | | | | | | | | | | | | | | | | | | | |
| Website | | | | | | | | | | | | | | | | | | | | | | | | | |
| Physical Address | | Street | | | | | | | | | | | | | | | | | | | | | | | |
| | | Town | | | | | | | | | | | | | | | | Code | | | | | | | |
| | | Province | | | | | | | | | | Turnover per year | | | | | | | | | | | | | |
| White Ownership % | | | | Black Ownership % | | | | Women Ownership % | | | | Ownership by Disabled Persons % | | | | | | | | | | | | | |
| List of Export countries | | | | | | | | | | | | Number of years Exporting. | | 1 | | | | | | | | | | | |
| Entity Type | | Manufacturer | | | Distributor | | | Trader | | | Export Council/Industry Ass. | | | Agent | | | | | | | | | | | |
| Industry Sector: please tick applicable one | | | | | | | | | | | | | | | | | | | | | | | | | |
| Agriculture | | | | | | Boatbuilding and Marine Industries | | | | | | | | | | | | | | | | | | | |
| Agro-processing | | | | | | Forestry, Timber, Paper, Pulp and Furniture | | | | | | | | | | | | | | | | | | | |
| Aquaculture | | | | | | Automotive: Components, Small/Medium/heavy & commercial vehicles | | | | | | | | | | | | | | | | | | | |
| Clothing, Textiles, Footwear and Leather | | | | | | Aerospace and Defence | | | | | | | | | | | | | | | | | | | |
| Creative Industries:(Arts & Craft, Music, Film and Television) | | | | | | Oil & Gas Services | | | | | | | | | | | | | | | | | | | |
| Mining & Mineral Beneficiation | | | | | | Logistics | | | | | | | | | | | | | | | | | | | |
| Business Process & Outsourcing Services | | | | | | Nuclear | | | | | | | | | | | | | | | | | | | |
| Electro-technical/ ICT Services | | | | | | Plastics, Pharmaceuticals, Chemicals, Cosmetics | | | | | | | | | | | | | | | | | | | |
| Capital and Rail Transport Equipment | | | | | | Renewable energy | | | | | | | | | | | | | | | | | | | |
| Metal Fabrication | | | | | | Other, Specify: | | | | | | | | | | | | | | | | | | | |
| Build Environment Professions (Consulting engineering; Civil engineering contractors; Quantity surveying; Architecture) | | | | | | | | | | | | | | | | | | | | | | | | | |
| Products/Services | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Section 2: Company Operational Readiness | | | | |
|---|---|--------------------------------------|---|--|
| 2.1 | How long has the company been in operation | 0-6 months | 1 | |
| | | 6 months – 2 years | 2 | |
| | | 2 – 5 years | 3 | |
| | | 5 – 7 years | 4 | |
| | | + 7 years | 5 | |
| 2.2 | Does the company have spare capacity to supply over and above the current market needs? | No | 1 | |
| | | No, possibility to expand/outsouce | 2 | |
| | | Yes | 3 | |
| | | Yes, possibility to outsouce | 4 | |
| | | Yes, possibility to expand further | 5 | |
| 2.3 | Indicate the availability of the product/service in the domestic market? | No | 1 | |
| | | 1-2 towns/cities | 2 | |
| | | 1- 2 provinces | 3 | |
| | | 3-4 provinces | 4 | |
| | | More than 4 provinces | 5 | |
| 2.4 | Is company currently exporting? | No | 1 | |
| | | Yes, 1 - 2 neighbouring countries | 2 | |
| | | Yes, SADC & more than 2 countries | 3 | |
| | | Yes, Africa & outside SADC countries | 4 | |
| | | Yes, Africa and other continents | 5 | |

| Section 3: Product or Service Export Readiness | | | | |
|---|---|--|---|--|
| 3.1 | How much has the company's domestic sales grown over the past 3 years (average per year)? | Less than zero | 1 | |
| | | Less than 5% | 2 | |
| | | 6-10% | 3 | |
| | | 11-20% | 4 | |
| | | More than 20% | 5 | |
| 3.2 | Does the company's product or service have any licencing restrictions? If the company is manufacturing under licence, does it have knowledge of any restrictions on which markets to enter? | Licenced for domestic market only | 1 | |
| | | Licenced for domestic and SADC countries | 2 | |
| | | Licenced for SADC and African countries | 3 | |
| | | No restrictions | 4 | |
| | | Licenced for Africa and other Continents | 5 | |
| 3.3 | Does the product or service require adaptation for international markets? | Not certain | 1 | |
| | | Yes, but not ready for adaptation to any international market | 2 | |
| | | No, adaptation not required | 3 | |
| | | Yes, in the process of complying with the adaptation requirements | 4 | |
| | | Yes, product or service already adapted to targeted international market | 5 | |
| 3.4 | Would the company be willing to modify the packaging to better suit international markets? | No | 1 | |
| | | Reluctantly | 2 | |
| | | Possibly | 3 | |
| | | Yes | 4 | |
| | | Already adapted | 5 | |



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| 3.5 | Does the product or service require specific skills or instructions to market in the international markets? | Yes, extensive training is required | 1 | |
| | | Yes, minimum training required | 2 | |
| | | Provide product/service manual | 3 | |
| | | No product/service training or manual | 4 | |
| | | None required | 5 | |
| 3.6 | Does product or service require any special support or after sales support? | Yes, company has no capability for the required support | 1 | |
| | | Company willing to provide support | 2 | |
| | | None required | 3 | |
| | | Yes, in the process of establishing required support mechanism | 4 | |
| | | Yes, already have partnerships for support and aftersales service | 5 | |
| 3.7 | Does the company's product or service require certification for domestic or international market? | Uncertain | 1 | |
| | | Yes, company does not have means to acquire the certificate | 2 | |
| | | Yes, company in a process of acquiring certificate | 3 | |
| | | No certification required | 4 | |
| | | Yes and the company is fully certified | 5 | |
| 3.8 | How will the estimated logistical costs for exports affect the company's finances? | More than 50% | 1 | |
| | | 30-50% | 2 | |
| | | 10-20% | 3 | |
| | | 5-10% | 4 | |
| | | Less than 5% | 5 | |

Section 4: Marketing

| | | | | |
|-----|--|--|---|--|
| 4.1 | Does the company utilize promotional or marketing platforms suitable for international market? | None | 1 | |
| | | Customised /translated brochure | 2 | |
| | | Website & brochure | 3 | |
| | | Website, brochure & social media | 4 | |
| | | Website, brochure, mobile app, social media, sales agent | 5 | |
| 4.2 | Does the company have knowledge of potential distributors/importers/agents of your product? | None | 1 | |
| | | Have a contact list | 2 | |
| | | Utilise them on need basis | 3 | |
| | | Have 1 distributors/importer /agent | 4 | |
| | | Have multiple distributors/importers/agents | 5 | |
| 4.3 | Does the company's product or service have a competitive urge with international competitors' in terms of price and quality? | No knowledge | 1 | |
| | | More expensive with the same quality | 2 | |
| | | Comparable | 3 | |
| | | Comparable in price and quality | 4 | |
| | | Cheaper with better quality | 5 | |



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| Section 5: Finance | | | |
|---|---|---|---|
| 5.1 | Does the company have funds to develop the export market? | No | 1 |
| | | No possible source of funding | 2 |
| | | Yes, through state funding | 3 |
| | | Yes, have secured funding | 4 |
| | | Yes, have dedicated budget and bank credit | 5 |
| Section 6: Export Planning | | | |
| 6.1 | What experience does the company have in exports? | None | 1 |
| | | Dealt with export enquiries | 2 |
| | | Exported few orders | 3 |
| | | Consistently exporting for 3 years | 4 |
| | | Have more than 3 years exporting experience | 5 |
| 6.2 | How will the company deal with its export needs/activities? | Assign current staff | 1 |
| | | Training current staff | 2 |
| | | Appoint a freight forwarder | 3 |
| | | Assign experienced export manager | 4 |
| 6.3 | Has the company attended any export training | Assign dedicated export unit | 5 |
| | | None | 1 |
| | | Attended export awareness | 2 |
| | | Attended export course | 3 |
| | | Have a basic export qualification (Certificate) | 4 |
| 6.4 | Has the company participated in export promotion related activities in the past 3 years? (Trade missions, Exhibitions, Market Research, etc.) | Have advanced export qualification (Diploma +) | 5 |
| | | None | 1 |
| | | 1-2 export promotion activities | 2 |
| | | 2-4 export promotion activities | 3 |
| | | 4-6 export promotion activities | 4 |
| More than 6 export promotion activities | 5 | | |

Participants' Name and Surname:

Signature:

Date:

| For official use only | |
|-----------------------|--|
| Date Received | |
| Date captured | |
| Captured by | |
| Signature | |

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