Export Readiness Check List

We have made this as comprehensive as possible and therefore not all sections may be relevant for you. Nor do you have to answer all the questions immediately. You can find many resources to help you answer these questions in **The ExportersAlmanac.**

First Steps

Your Company Profile	
Have you checked your profile in the official company registry?	
Have you checked your Credit Profile?	
Have you checked your profile in Kompass (and other Business Directories)?	
Have you reviewed your website and carried out an SEO audit?	
If you have industry certifications, are these publicised in your marketing collateral and on your website?	
Are your business email addresses linked to your business domain?	

Table 1 - Company Profile Check list

Competitor Comparative Analysis	
Have you analysed your competitors – actual and potential?	
How do your products and services compare?	
Will your products need to be modified for export markets to respond to local market requirements, regulations or competition?	
What advantages do you think your offering has in the particular overseas market?	
How will you position your product?	

Table 2 - Competitor Comparative Analysis

Connecting Buyers & Suppliers

Target the World	
Do you have foreign language versions of your website? If so, have you maximised their foreign language SEO.	
Have you subscribed to TradeTech Solutions' Multilingual Microsite?	
Have you reviewed the B2B Online Market places? Anything for you?	
Are you analysing traffic to your web site and responding to visits from foreign visitors?	
Do you import data from your visitors into your CRM?	

Table 3 - Target the world check list

Targeting Specific Countries	
Have you chosen a shortlist of countries that interest you?	
Have you chosen the countries you would exclude?	
Have you created a list of potential targets from ITC? From Kompass?	
Have you generated template contact content? From ChatGPT?	

Table 4 - Targeting specific countries check list

Trade Leads & Promotion Agencies and International Procurement Platforms	
Are any of these of interest to you?	
If you are considering these, or selling to large multinationals do you have the necessary: child labour, slave labour and anti-bribery & corruption policies in place?	

Table 5 - International Procurement Platforms check list

Trade Missions and Industry Fairs	
Will you be attending any?	
If so, do you have sufficient operational procedures in place?	
Do you have template material for pre and post event contacts?	
Do you have a template program for managing the operational and administrative aspects of attending Trade Missions?	

Table 6 - Trade Missions and Industry Fairs check list

Local Representation?	
Are there any countries where you would want local representation?	
Have you decided which form of representation would best suit your requirements?	

Table 7 - Local representation check list

International Suppliers	
Would it be advantageous to find new supplies abroad?	
If so which products or services – and which countries?	

Table 8 - International suppliers check list

International Communications – Engaging with Foreign Companies

Digital Advertising & Marketing	
Do you use Google Ads for domestic sales? Would you consider using Google Ads for foreign sales?	
Do you use Social Media to support your domestic sales? Would you consider using Social Media for your international advertising & marketing?	
Have you registered your company with the Kompass Directory?	
Have you registered with other online business directories?	

Table 9 - Digital Advertising & Marketing check list

Sales Queries - Response Preparation	
Do you have your response policy in place? Do you have standard responses and sales qualification procedures ready?	

Table 10 - Sales Queries - Response Preparation check list

You've Identified Countries and Leads. What Next?	
Do you have your direct contact policies and collateral ready?	
Do you qualify your sales leads? When?	

Table 11 - You've identifies countries and leads - what next? check list

Language Considerations	
What internal language expertise do you have? To what level?	
Have you decided which languages you will want to support?	
Have you assessed the level of foreign language support you will need for these? And how this should be sourced?	

Table 12 - Language considerations check list

Artificial Intelligence	
Have you decided to use it? Which services? For what support activities?	

Table 13 - Artificial Intelligence check list

Risk Reduction & Management

Country Risk	
Have you carried out a risk assessment of countries you may trade with?	
Do you have a policy of credit referencing potential suppliers\buyers\partners?	

Table 14 - Country risk check list

Credit Referencing	
Do you\should you carry out credit references on your Buyers? Suppliers?	
Have you chosen a credit referencing agency?	

Table 15 - Credit referencing check list

Identity	
Are set up to confirm electronic identities? Corporate and personal?	

Table 16 - Identity

Trade Credit Insurance	
If needed, have you taken out adequate insurance to cover international trade credit risks?	

Table 17 - Trade Credit insurance check list

Intellectual Property (IP)	
Do you have standard NDAs available? A policy of when they should be exchanged?	
Have you correctly marked any copyright material?	
Do you have any registered trademarks or patents? Are these also registered abroad? In countries you are interested in trading with?	

Table 18 - Intellectual property check list

Payment Terms	
What are your preferred payment Incoterms?	
Will you have to quote prices in foreign currencies? Different currencies for different countries?	
Do you have any input costs in foreign currencies?	
If dealing with FX, do you take out forward FX contracts?	

Table 19 - Pricing and payment terms check list

Logistics & Supply Chain Management

Logistics & Supply Chain Management	
Have you chosen an IncoTerms pricing formula?	
Do you already have a freight forwarder?	
If your Freight Forwarder does not arrange cargo insurance, do you have access to a suitable insurance broker or insurance company?	
Any issues regarding import\export documentation?	
Any issues regarding export shipping, packaging and marking?	
Any issues regarding product packaging and labelling?	
Do you use or need a Supply Chain Management Platform?	

Table 20 - Logistics and supply chain management check list

Costs, Finance & Pricing

Cost Calculations	
Do you have a formula for calculating your export prices? Covering all the additional costs?	

Table 21 - Cost calculations check list

Banking, Finance & FX Considerations	
Does your bank offer multi-currency accounts? Have you opened any?	
Do you need Export Finance? Does your bank provide this service?	
Have you spoken to your bank, or other FX provider, regarding any foreign exchange exposure you may have?	

Table 22 - Banking, Finance and FX considerations check list

IncoTerms Pricing	
Have you decided which terms you will apply for which buyers?	

Table 23 - IncoTerms pricing check list

Tariffs & Non-Tariff Barriers	
Any likely issues? If so, can your freight forwarder advise you?	

Table 24 - Tariffs & Non-Tariff barriers check list

Additional Tax and Tax Reporting Considerations	
Have you checked with your accountant? Freight Forwarder? Fast parcel Operator? Or Customs Agent\Broker? for any additional tax or tax reporting considerations that may apply?	

Table 25 - Tax and tax reporting considerations check list

Documentation & Digitalisation

Documentary Digitalisation	
Do you have systems to generate and manage digital documents?	
If not, will you need to implement such a system? If so, which one? For which documents?	

Table 26 - Documentary Digitalisation check list

Codes Used in International Trade	
Are you familiar with all the code systems used in International Trade?	
Do you use them within your own documentation systems?	

Table 27 - Codes used in international trade check list

eInvoicing	
Can you issue eInvoices?	
Can you receive and process eInvoices??	

Table 28 - eInvoicing check list

eSignatures	
Can you check eSignatures?	
Can you issue eSignatures?	

Table 29 - eSignatures check list

Legal Considerations	
Have you had legal advice regarding your export contracts?	
If you are considering to have a local presence, have you had local legal advice?	
Have you had legal advice regarding digital documentation and eSignatures?	

Table 30 - Legal considerations check list

Digital Documentation Platforms	
Do you use a digital documentation platform?	
Is blockchain solution of interest to you?	

Table 31 - Digital documentation platforms check list

Recommendations - Assuming you'd like to proceed	
What external support will you need – and who will provide this?	
Do you have adequate resources - finances, personnel, production facilities?	
What do you expect from export markets? What is the minimum sales level necessary to make an export campaign interesting for you?	
How much do you expect to invest? Are you committed to exporting?	
Have all the key people in your business agreed?	

Table 32 - Recommendations check list