



Are you ready to Export?

If you are thinking of exporting you can use the following checklist and guide to determine if your business is export ready:

About Your Product or Service

- ✓ Is your product or service already available or selling in the Australian market?
- ✓ Do you have the expertise to promote your product or service in your target market?
- ✓ Is your product acceptable to your target market in its present form or do you still need to modify it (e.g. electrical current, labels)?
- ✓ Does your product take into account religious and cultural considerations and foreign language requirements in your target market?
- ✓ Does your product meet government regulations and safety standards in your target market?
- ✓ Have you considered the suitability of your product in your target market's climate?

About Your Company

- ✓ Do you have an "export champion" in your company (e.g. a senior manager willing to take the lead on exporting your product)?
- ✓ Does your company have a good track record of meeting production/delivery deadlines?
- ✓ Does your company have a proven track record competing in the Australian market?
- ✓ Is management prepared to make a long-term commitment to sustain the company's export efforts?

About Your Target Market

- ✓ Have you done any market research to determine if your product/service is unique or has a competitive advantage in your target market?
- ✓ Have you conducted background research on your potential target market on:
 - The potential market size
 - The local economic conditions
 - The likelihood of product acceptance, price competitiveness and strength of competition.
- ✓ Have you conducted market research on your potential target market's:
 - Government regulations and safety standards
 - Religious and cultural practices and sensitivities
 - Customs requirements and quarantine restrictions
 - Trading preferences, payment terms and quotas
- ✓ Have you engaged the services of a sales agent or distributor or partnered with a company within your target market?
- ✓ Have you hired a freight forwarder or customs broker?

About Your Production

- ✓ Do you have surplus production capacity or available specialists to meet increased demand for your product or service?
- ✓ If applicable, do you have enough raw materials or are they readily available?
- ✓ Do you have enough trained staff to handle the increased production?

About Your Financing

- ✓ If required, do you have the finances to adapt your product or service to suit your target market?
- ✓ Does your company have the finance to fund the export operations?
- ✓ Does your company have the marketing budget and expertise to promote your product or service in your target market?

Source: *Business Victoria and Export Development Canada*