

EXPORT READINESS CHECKLIST

COMPANY DETAILS			
Enterprise Name:			
Address:			
Sector:		Ownership	
Contact Name:		Contact Person	
Telephone:		Fax	
Year Established:		Email	

Enterprise's Interest in Exporting		
Question	Yes	No
Is the Enterprise interested in exporting?		

If the Enterprise answers **No** to the above question, find the reasons why it is not interested in exporting. If **Yes** move to Section 1

Section 1: Strategic Management & Leadership						
No.	Question	Deficient	Insufficient	Sufficient	Good	Excellent
1	Is senior management willing to commit resources for export market development?					
2	Are the Enterprise's goals, vision, mission and policies defined and understood by all employees and management?					
3	Does the Enterprise have a written description of export strategy?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 2: Company Strategy and Marketing Plan						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	What are the present and future key marketing objectives?					
2	How is the marketing budget distributed among the marketing objectives/ activities?					
3	Does the Enterprise have marketing and sales plans and budgets by products, market and customer groups?					
4	Does the Enterprise have pricing policy that is based on cost accounting data and market situation?					
5	Does the Enterprise conduct regular market research for its products?					
6	Does the Enterprise conduct any advertising and sales promotions for its products?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 3: Production and Operations						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	How many suppliers does the Enterprise currently have?					
2	Does the Enterprise have a documented factory floor layout?					
3	Does the Enterprise practice production scheduling?					
4	Does the Enterprise fully utilize its production capacity?					
5	Does the Enterprise have the ability to accommodate special orders from customers?					
6	What storage and shipping system is used (LIFO, FIFO?)					
8	Does the Enterprise have a documented plant maintenance plan?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 4: Export Readiness						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	Does the Enterprise have an export marketing plan?					
2	Does the Enterprise have qualified staff that can handle the export business?					
3	Does the Enterprise have financial resources to fund the export business?					
4	Does the Enterprise have sufficient production capacity to accommodate exports?					
5	Does the Enterprise have sufficient trade information to make export decisions?					
6	Does the Enterprise have quality products that can compete in the global markets? (Packaging, labeling, certification)					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 5: Finance						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	Does the Enterprise currently have sufficient working capital for its day to day running?					
2	Are there any cash reserves available for export sales financing?					
3	Would the Enterprise be able to get additional working capital, if required?					
4	Have you calculated the risk that exporting may expose your Enterprise to and taken precautions to insure against such risk?					
5	Is the Enterprise knowledgeable in export financing and facilities available for such?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 6: Human Resources						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	Is the Enterprise's structure supportive of export strategy?					
2	Does the Enterprise have a training plan to capacitate export sales personnel?					
3	Does the Enterprise have or can it acquire the necessary staff and knowledge and skills for maintaining an adequate level of working capital through training and recruitment?					
4	Does Enterprise have formal performance monitoring system?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 7: Branding & Management of Information						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	How does the Enterprise communicate with its customers? (website, brochures, business cards)					
2	Does the Enterprise have an understanding of product branding?					
3	Does the Enterprise have an understanding of the Botswana Brand?					
4	Does the Enterprise utilize e-commerce and online selling?					
<ul style="list-style-type: none"> • Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> • Technical Assistance (TA) Noted: 						

Section 8: Quality Management						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	Does the Enterprise subscribe to any recognized quality management standard/s? (Product or QMS)					
2	Does the Enterprise have laid down procedures for recording and resolving customer complaints?					
3	Does the Enterprise have dedicated quality control personnel?					
<ul style="list-style-type: none"> Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> Technical Assistance (TA) Noted: 						

Section 9: Monitoring and Improvement						
		Deficient	Insufficient	Sufficient	Good	Excellent
1	Does the Enterprise have developed procedures to monitor tasks related to production and delivery of export orders?					
2	Does the Enterprise have systems for monitoring sales leads, responding to them and closing sales?					
3	Does the Enterprise have procedures for monitoring and improving customer satisfaction of international customers?					
<ul style="list-style-type: none"> Training Needs Assessment (TNA) Noted: 						
<ul style="list-style-type: none"> Technical Assistance (TA) Noted: 						