

MENTORSHIP NEEDS ASSESSMENT



In order for the team of mentors to contribute to your company's readiness for entering your first markets, expanding into additional markets, or taking on more challenging, high-growth export markets, please answer the following set of questions that best describe the situation of your company as new exporter, occasional exporter or experienced exporter. Based on your answer we will analyze the best type of support your company may need from our network of experts.

Name of your Company: _____

Location: _____

Industry: _____

Contact Name/email: _____

Is your company a **new exporter** looking to develop international business?

1. Does your company have a product or service that has successfully sold in the domestic market?
2. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?
3. Does your company have or is it preparing an export business plan with defined goals and strategies?
4. Does your company have sufficient production capacity that can be committed to the export market? Will financing be required for any expansion?
5. Does your company have the financial resources to actively support an increase of product sales in targeted overseas markets?
6. Do you have both U.S. and foreign Intellectual Property Protection for your product?
7. Does your company have capabilities to modify ingredients and product packaging to meet foreign import regulations, cultural preferences, and survive competition?
8. Does your company have appropriate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costs to ensure customs clearance overseas?
9. Does your company have knowledge and experience of export payment methods, such as developing and negotiating letters of credit?
10. Does your company have knowledge and understanding of U.S. export controls and compliance?

Is your company an **occasional exporter** with an eye on expanding into more markets?

1. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?
2. Does your company have or is it preparing an export business plan with defined goals and strategies?
3. Does your company have sufficient production capacity that can be committed to the export market? Will financing be required for any expansion?
4. Does your company have the financial resources to actively support product sales in targeted overseas markets?
5. Do you have both U.S. and foreign Intellectual Property Protection for your product?
6. Does your company have capabilities to modify ingredients and product packaging to meet foreign import regulations, cultural preferences, and survive competition?
7. Does your company have appropriate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costs to ensure customs clearance overseas?
8. Does your company have knowledge and experience of export payment methods such as evaluating international credit worthiness and negotiating letters of credit?
9. Does your company have knowledge and understanding of U.S. export controls and trade compliance?
10. Has your firm considered pursuing U.S. free trade agreement countries as part of an export strategy to focus on regions with greater market access for U.S. products?
11. Has your company considered participating in a trade show or trade mission as a first step to exploring the international demand for your product?
12. Has your company contacted your local international trade specialist at the U.S. Commercial Service office to discuss federal, state, county and local export resources?

Is your company a **proactive, experienced exporter** interested in pursuing more challenging, high-growth markets?

1. Does your company have knowledge and understanding of U.S. export controls and trade compliance?
2. Has your company contacted U.S. Commercial Service trade experts at U.S. embassies and consulates abroad, or its locations in more than 100 U.S. cities?
3. Has your firm considered pursuing U.S. free trade agreement countries as part of an export strategy to target regions with greater market access for US products?
4. Does your company have capabilities to modify ingredients and product packaging to meet foreign import regulations, cultural preferences, and survive competition?
5. Do you have both U.S. and foreign Intellectual Property Protection for your product?
6. Has your company considered participating in a trade show or trade mission as a first step to exploring the international demand for your product?
7. Is your company familiar with the U.S. Department of Commerce export resources to help resolve and assist with trade issues?
8. Is your company familiar with U.S. Government market intelligence resources that can help you target high-growth markets and navigate challenging entry requirements?
9. Is your company knowledgeable about U.S. Commercial Service resources to help you check backgrounds and qualify potential foreign partners?
10. Is your firm looking to obtain marketing/media exposure abroad?