## Instructions:

This assessment consists of five separate sections.

Each section is scored in four areas, for a total of 20 questions.

Your individual section scores as well as your overall quiz score is explained at the end of the assessment.

Section One

**Competitive Capabilities**

|  |  |
| --- | --- |
| **SCORE** | **QUESTION** |
| \_\_\_\_\_\_\_\_ | 1. Does your company have an established and profitable domestic market for your product or service?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Is your company financially stable with at least three years of profitability as well as sustained positive cash flow?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Do your product lines offer significant competitive advantages over products of the best companies in the world in terms of prices, features and/or benefits?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Have professional budgeting and financial management processes been in place in your company for at least several years?
* No (0)
* Somewhat (2)
* Yes (5)
 |

\* Each question has a maximum score of 5 points, for a maximum score of 20 points per section.

|  |  |
| --- | --- |
| Section One Score |  |

Section Two

**Motivation for Going International**

|  |  |
| --- | --- |
| **SCORE** | **QUESTION** |
| \_\_\_\_\_\_\_\_ | 1. Is exporting part of your company's long-term expansion strategy and not solely a mitigation strategy for excess inventory or seasonal market fluctuations?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Does your company have a formal documented export plan with defined goals and strategies?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Is your company committed to providing the same level of service given to your domestic customers?
	* No (0)
	* Somewhat (2)
	* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Have you conducted any market research to identify or confirm high potential foreign markets for your products or services?
* No (0)
* Somewhat (2)
* Yes (5)
 |

|  |  |
| --- | --- |
| Section Two Score |  |

Section Three

**Commitment of Owners and Top Management**

|  |  |
| --- | --- |
| **SCORE** | **QUESTION** |
| \_\_\_\_\_\_\_\_ | 1. Are your company’s owners and top management absolutely committed to developing export markets and are willing and able to dedicate staff, time and resources to the process?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Has your company’s management identified a dedicated person whose primary responsibility will be the export operations?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Is your company’s management willing to wait long enough (possibly two to three years) to achieve acceptable export results on their initial foreign market investment?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Do the members of your current management team have exporting or international marketing experience?
* No (0)
* Somewhat (2)
* Yes (5)
 |

|  |  |
| --- | --- |
| Section Three Score |  |

Section Four

**Product Readiness for Foreign Markets**

|  |  |
| --- | --- |
| **SCORE** | **QUESTION** |
| \_\_\_\_\_\_\_\_ | 1. Does your company have spare production capacity along with a reliable supply chain that can meet large orders from foreign buyers?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Is your product compliant with U.S. and target market trade and safety regulations (such as ITAR compliance and CE marking)?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Does your company have adequate knowledge and capability to customize your product and its packaging in order to meet foreign market demands and cultural preferences?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Are you capable of providing any special training, on-the-ground technical support, or other after-sale service or support your product or service may require in the target market?
* No (0)
* Somewhat (2)
* Yes (5)
 |

|  |  |
| --- | --- |
| Section Four Score |  |

Section Five

**Skill, Knowledge and Resources**

|  |  |
| --- | --- |
| **SCORE** | **QUESTION** |
| \_\_\_\_\_\_\_\_ | 1. Does your company have knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Does your company have knowledge of international payment methods (such as securing letters of credit) and other concerns that come with international transactions (such as impact of currency fluctuations)?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Does your company have knowledge of foreign competitors, their products, their marketing strategies and pricing practices?
* No (0)
* Somewhat (2)
* Yes (5)
 |
| \_\_\_\_\_\_\_\_ | 1. Does your company have a visible presence on the Internet (through a professional website, international trade directories, etc.)?
* No (0)
* Somewhat (2)
* Yes (5)
 |

|  |  |
| --- | --- |
| Section Five Score |  |

Individual Section Scoring

**Calculate your individual sections and overall score.**

**Step One**

Copy your scores for the section to the table below to see your readiness level (Low-Medium-High) for each section.

**Step Two**

Combine your section scores together to see your total score and check your overall readiness level using the table below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Dimension** | **TOTAL** | **Low** | **Medium** | **High** |
| Competitive Capabilities |  | 0-6 | 7-13 | 14-20 |
| Motivation for Going International |  | 0-6 | 7-13 | 14-20 |
| Commitment of Owners and TopManagement |  | 0-6 | 7-13 | 14-20 |
| Product Readiness for Foreign Markets |  | 0-6 | 7-13 | 14-20 |
| Skill, Knowledge and Resources |  | 0-6 | 7-13 | 14-20 |
| **All Sections Combined** |  |  |

**Your sample score card should look something similar to this:**

Overall Readiness Scoring

**Match your total score below to discover your export readiness.**

|  |  |
| --- | --- |
| **Total Score** |  |
| **0-20** | **You are on the right track, but you need additional guidance.** |
|  |  |
| **21-39** | **A good beginning, but you still have work to do.** |
|  |  |
| **40-65** | **You are on the way to becoming a successful exporter.** |
|  |  |
| **66-84** | **You are almost there; you just need to fine-tune your plans.** |
|  |  |
| **85-100** | **You are ready to be successful in your exporting venture.** |
|  |  |

**Total Scoring Legend**

**RESOURCE:**

* [Step-by-Step Guide to Exporting](file:///C%3A%5CUsers%5CKathleen.Dultmeier%5COneDrive%20-%20State%20of%20Kansas%2C%20OITS%5CDesktop%5CGuide_To_Exporting.pdf)

**NEXT STEP:**

 Wherever your Export Readiness Quiz score, the Kansas Department of Commerce’s International Division can help you become a successful exporter.

 Contact Rosie Nichols to schedule a meeting to determine what programs and services can help you.

|  |  |
| --- | --- |
|  |  |
|  | **Rosie Nichols**International Development RepresentativeRosie.Nichols@ks.gov(785) 289-3345**Kansas Department of Commerce**1000 S.W. Jackson Street, Suite 100 Topeka, KS 66612-1354www.KansasCommerce.gov (785) 296-3841 |