

# International Project Self-Assessment

## Before you start:

### **What is this self-assessment?**

This is a list of questions designed to help business owners and senior executives to evaluate the readiness of their company to do business abroad. The questions cover all aspects of business critical to long-lasting success.

### **How do I use it?**

You can fill out this document by typing your answers into it; then review it in full before submitting it automatically by clicking the "submit" button located on the last page. You can also save the document and come back to it later. We recommend to spend at least 30 minutes straight the first time you fill it out.

### **How good is it?**

Remember, the benefit of this tool depends on the sincerity and accuracy of your answers. IT IS OK not to know. Leave a blank and come back later with the appropriate answer.

### **So what?**

The document becomes your very own and a powerful resource for questions to ask, answers to give, and things to do and NOT to do, when working on an international project.

### **Ultimate benefit?**

We sent you this tool to help us better serve you. The quality of our services depend on the accuracy of the answers provided in this document. This document is for our own use only.

### **Are you ready?**

**Let's do it!**



helping

business

go global

# International Project Self-Assessment

**Company Name:**

**Contact Name:**

**Title:**

**Date:**



**Company Name:**

**Year Established**

**NAICS Code**

**Address**

**Street**

**City**

**State/Country**

**ZIP Code**

**Phone Number**  
(with country code)

**Email**

**Fax Number**  
(with country code)

**Website**

**Contact Name #1**

**Title**

**Contact Name #2**

**Title**

**What is your business?**

**Manufacturer**

**Service Provider**

**Wholesaler**

**Other (specify)** \_\_\_\_\_

**Sales Total**

**Number of Employees Total**

**Export**

**International**

**Brief summary of the Company's international experience**

Description of your product(s)

Are your products, technology, or design patented?

Yes

No

If Yes, for what and for which countries?

Describe your company's area(s) of expertise

What advantage do your products offer above the competition?

What industry sectors are you selling to? And why (i.e. price, quality, demand, performance, technology)?

(please be specific, i.e.: "Automatic transmission for passenger cars", not "Automotive Industry")

Which other industry sectors would you like to sell to?

(Explain also what you tried)

**How do you sell your products?**

**Which technical and sales promotion materials do you provide?**

- |   |   |
|---|---|
| <input type="checkbox"/> Sales catalog      | <input type="checkbox"/> Instruction manual             |
| <input type="checkbox"/> Catalog sheets     | <input type="checkbox"/> Cross reference chart          |
| <input type="checkbox"/> Sales brochure     | <input type="checkbox"/> Technical specification sheets |
| <input type="checkbox"/> News letter        | <input type="checkbox"/> Samples                        |
| <input type="checkbox"/> Advertising flyers | <input type="checkbox"/> Trade shows                    |
| <input type="checkbox"/> Price list         | <input type="checkbox"/> Other (specify) _____          |

**Name 3 of your major customers?**  
(Indicate in which countries)

**Do you have foreign suppliers?**  
(If Yes, please indicate in which countries)

Yes       No

**Which language(s) do you use for your business communication?**

**Who are your main competitors?**  
(Please indicate in which country)

What is the budget amount your company is willing to invest in this project?

Please describe:

**Did you prepare a business plan for this project?**

Yes

No

**Is your bank ready to assist you in this project?**

Yes

No

**Is your insurance company ready to assist you in this project?**

Yes

No

**Have you conducted any market research or analysis?**

Yes

No

If Yes, please explain:

### Do you have already export sales?

Yes

No (then skip the next 2 questions)

How did you develop your current export sales?

What contractual arrangement do you have with your existing representatives?

Comments:

**What is the main objective of your international project?**

**Explain who from your staff will manage the new sales generated?**

	Role <small>(ex. "Project Manager")</small>	Title	Seniority in Company	Base Location	International Experience	Spoken Languages
1)						
2)						

**If applies, summarize the support you can offer to a prospective representative?**

**If applies, which type of relationship would you like to develop with a foreign representative?**

- |   |   |
|---|---|
| <input type="checkbox"/> Distribution/Sales representation<br><input type="checkbox"/> Subsidiary start-up<br><input type="checkbox"/> Merger<br><input type="checkbox"/> Acquisition | <input type="checkbox"/> Joint-venture<br><input type="checkbox"/> Technology licensing<br><input type="checkbox"/> Cross-licensing agreement<br><input type="checkbox"/> Financing<br><input type="checkbox"/> Other (specify) _____ |
|---|---|

**Comments:**

Countries of interest (Please include the US if applies)	Reason / Motivation

**What does your future representative need to have before selling / manufacturing your products?**

- Specialized manufacturing equipment:

- Specific labor skills:

- Specialized suppliers:

- Other specific requirements:

**What technical/industrial/commercial criteria would you use to select a presentative?**

(Please avoid answers like "high quality" or "good service", and be as specific as possible)

**Based on your previous answers, please describe your ideal future representative:****Which companies should the representative avoid sending your litterature to?**

(Please be specific and eventually explain also what you tried)





**Do your products require any certification?**

(Please be as specific as possible)

**Do your products meet any specific industry standard?**

(Please be as specific as possible)

**Do your products require adaptation to local standards?**

(Please be as specific as possible)

**If applicable, do you have CAD/CAM capabilities?**

(Please be as specific as possible)

**Are there any special materials in your product?**

(Please be specific without disclosing any confidential information)

**Describe any particular safety and environmental precautions to take associated to the use of your products?**

(Please be as specific as possible)



## ADDITIONAL INFORMATION YOU THINK YOUR REPRESENTATIVE NEEDS TO KNOW:

## What documentation would you make available?

 Business plan Company brochure(s) Technical material(s) Organizational chart Market research report(s)

## Other documentation available:

**Congratulations!**

You have successfully completed the self-assessment of your international project.

**Please click the button below to submit** automatically your document by email. A message box will offer you also the possibility to print your document.

**Thank you.**

