




# Export Readiness Checklist

A background image showing a business meeting with people in suits sitting at a table, looking at documents and a laptop. A large green circle is overlaid on the left side of the image.

Exporting can transform your business – or drain your profits faster than you can say “customs declaration.” Use this checklist to assess how ready you are to take your products and services global.

Be honest: each “No” is a red flag that needs addressing before you ship.

*Mark each box below Y/N depending on your answers to the questions.*

## Section 1: Company

1. **Domestic Market** — Is the company maximizing sales in its own country? ☐
2. **Investment** — Does the company have the financial resources to fund an export drive? ☐
3. **Policies & Procedures** — Does the company have policies & procedures suitable for the target market e.g. ISO 9001 ☐
4. **Strategy** — Is export part of your strategic plan or a natural next step? ☐

*Not Ready? A strong base and clear strategy are vital for success. Planning for export is key.*



## Section 2: Product & Market Fit

1. **Unique Value Proposition** — Does your product stand out internationally (not just locally)?
2. **Market Research** — Have you identified at least 2–3 overseas markets with proven demand?
3. **Competitor Analysis** — Do you know who the local competitors are and how you compare?
4. **Adaptability** — Does your product meet or can be adapted to local tastes, standards, and regulations?

☐☐☐☐

*Not Ready? A strong domestic product doesn't always equal export success. Market assessment is key.*

## Section 3: Finance & Pricing

1. **Export Pricing Strategy** — Have you calculated landed costs, tariffs, and margins?
2. **Cashflow Planning** — Can you handle longer payment cycles (sometimes 60–90 days+)?
3. **Insurance & Risk Cover** — Do you have export credit insurance or risk mitigation strategies?
4. **International Payments** — Do you have knowledge of international payments, currency fluctuations & mitigation strategies?

☐☐☐☐

*Not Ready? Pricing without factoring tariffs and logistics is like selling tickets without checking if the train runs.*





## Section 4: Operations & Logistics

1. **HS Codes & Classification** — Have you correctly identified your product codes? ☐
2. **Customs Knowledge** — Do you understand rules of origin, tariffs, and required paperwork? ☐
3. **Freight Forwarder/Courier** — Have you identified reliable logistics partners? ☐
4. **Supply Capacity** — Have you sufficient production/supply chain capacity to meet export demand? ☐
5. **After-Sales Support** — Can you provide warranty, service, or replacements abroad? ☐

*Not Ready? If you answered "What's an HS Code?" it's time to call us.*

## Section 5: Compliance & Legal

1. **Certifications** — Have you researched certifications needed in each target market (e.g. CE, FDA)? ☐
2. **Contracts** — Do you use international sales contracts (Incoterms, governing law, dispute resolution)? ☐
3. **IP Protection** — Have you checked trademarks, patents, or brand protection overseas? ☐

*Not Ready? Exporting without compliance is like skydiving without a parachute.*

## Section 6: People & Partners

1. **Export Champion** — Is someone in your business the “owner” of the export process? ☐
2. **Management Buy-In** — Is the leadership committed to supporting export growth? ☐
3. **Management Skill Set** — Do the management team have exporting or international marketing experience? ☐
4. **Distributors/Partners** — Have you researched potential agents, distributors, or customers abroad? ☐

*Not Ready? Without partners or dedicated resource, exports become “side projects” — and fail.*

## Scoring Yourself

**18–24 Yeses** – *You’re ready to export — time to accelerate.*

**12–17 Yeses** – *Good start, but gaps remain. Address these before committing.*

**0–11 Yeses** – *Stop! You’re not ready (yet). Call Go Exporting before customs call you.*

This checklist is a start. For a tailored, detailed analysis — with action steps to fix your gaps — **book a Go Exporting Readiness Review.**

## Book Your Free Consultation

*Because in international trade, “winging it” rarely ends well.*

BOOK NOW

