

EXPORT READINESS CHECKLIST

Building export markets requires understanding and resilience, it also takes time. From our experience it generally takes at least twice as long, costs twice as much and the returns are half of what you anticipated in the early years.

To help you assess where your business sits on the journey, we've put together this Export Readiness checklist. If the checklist raises questions give us a call and we'd be happy to help

To explore any of these steps in depth, contact us on 022 083 2905 or email danielle.parkinson@katabolt.com

COMMITMENT

- Have you defined your export objectives as part of your overall business strategy?
- Are you agreed on internal operational changes, if needed?
- Are you willing to spend more than \$25,000 to investigate export markets?
- Are you willing to modify your product/service offering, if needed?

COMPETITIVENESS

- Does your product/service solve a market problem?
- Is your product unique and differentiated?
- Have you identified your relevant international competitors?
- Do you know your target customer and their needs?
- Can you explain your relevance to all member of the supply chain?
- Are you a market leader here in New Zealand?

CAPACITY

- Willing to bring on other resources, if needed – i.e. distributor, partners, agents etc?
- Your current manufacturing equipment isn't over 10 years old?
- Your equipment can be modified to fit new product, if needed?
- Know all steps in your supply chain?

CASH FLOW

- Have you set a budget to research, sell to and manage selling to your first export market? Is it realistic?
- Have cash flow or access to capital to expand your supply to meet international demand?
- Have no major debt requirements outside of normal business