

## **“Are You AGOA-Ready” Assessment Tool**

The following set of questions is designed to assess your company’s gaps in implementing a U.S. export strategy. They also highlight the traits that are characteristic of successful exporters. The scoring sheet provided in the next section will indicate your company’s readiness and help to identify areas that need to be addressed before beginning to export.

The assessment has been adapted from the “Export Readiness Assessment” from AGOA.info and the “Export Questionnaire” from export.gov.

1. What product(s) or service(s) has your company successfully sold on the domestic market?
  - a. Fast-selling consumer goods
  - b. Consumer durables
  - c. Industrial consumables or durables
  - d. Services
  
2. How long have you been in business?
  - a. More than 10 years
  - b. Less than 1 year
  - c. Between 1 and 3 years
  - d. 3 to 10 years
  
3. Is the trend of sales and inquiries up or down?
  - a. Up
  - b. Down
  - c. About the same
  - d. Don’t know
  
4. How many sales offices, sales locations, or distribution points does your company have?
  - a. One or more domestic offices and at least one foreign office
  - b. One
  - c. Two
  - d. More than two

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5. What timeframe does your company’s business plan cover?
  - a. Six months
  - b. One year
  - c. Three years
  - d. No business plan
  
6. Have you exported before?
  - a. Yes
  - b. No
  
7. How much time is your company going to dedicate to export planning, including developing an international marketing plan with defined goals and strategies?
  - a. Considerable planning efforts (3-6 months)
  - b. Some (1-2 months)
  - c. Minimal (less than 1 month)
  - d. Don’t know
  
8. How quickly does management expect exports to reach a sustainable level without external resources?
  - a. Immediately
  - b. Six months
  - c. Three years
  - d. Don’t know
  
9. What resources has your company’s management allocated or is willing to allocate for the export effort?
  - a. Extra personnel
  - b. Extra financial resources
  - c. Extra personnel AND financial resources
  - d. No extra resources
  
10. Does your company have sufficient production capacity that can be committed to the export market?
  - a. Yes
  - b. No

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11. Which of the following U.S. market entry barriers have you researched?
  - a. Tariffs and non-tariff barriers
  - b. International standards
  - c. All of the above
  - d. None of the above
  
12. When you were setting the U.S. price for your product(s) or service(s), what did you take into account?
  - a. Costs
  - b. Market demand and competition
  - c. All of the above
  - d. Have not set a U.S. price
  
13. Of the following, what does your U.S. market analysis include?
  - a. Structure
  - b. Market share and size
  - c. All of the above
  - d. No U.S. market analysis
  
14. Does your company possess the knowledge in modifying product packaging and ingredients to meet U.S. import regulations and cultural preferences?
  - a. Yes
  - b. No
  
15. Have you decided on what distribution channels you would use in the U.S.?
  - a. Yes
  - b. No
  
16. Do you have promotional materials in English?
  - a. Yes
  - b. No
  - c. Letter of credit
  - d. Documentary collection
  
17. Do you have a website in English?
  - a. Yes
  - b. No

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18. With how many countries have you conducted business?
- a. None
  - b. One
  - c. Between two and three
  - d. More than three
19. Have you already discussed exporting to the U.S. with other companies that are already experienced with the U.S. market?
- a. Yes
  - b. No
20. Have you participated in international trade shows in the U.S.?
- a. Never
  - b. Once as an attendee
  - c. Twice and more as an attendee
  - d. More than once as an attendee and at least once as an exhibitor
21. How much international business experience does your staff have, either in theory or practice?
- a. None
  - b. Moderate amount
  - c. Considerable amount
  - d. Don't know
22. Which of your company's employees speak English?
- a. Top management only
  - b. Top and middle management
  - c. Management and administrative staff
  - d. None of the above
23. Did your company succeed in obtaining a bank loan in the last 10 years?
- a. Yes
  - b. No
  - c. Don't know

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24. What method of payment do you consider the least secure?

- a. Open account
- b. Cash in advance
- c. Letter of credit
- d. Documentary collection

25. How is your company using email communication?

- a. External communication
- b. Internal communication
- c. Both external and internal communication
- d. Not used at all

Question	A or Yes	B or No	C	D
1	3	3	3	-
2	5	-	1	3
3	5	-	1	-
4	5	-	1	3
5	-30	1	4	-50
6	5	-	-	-
7	5	1	-15	-15
8	1	2	-2	-
9	2	3	5	-
10	5	-	-	-
11	-	-	5	-
12	-	-	5	-
13	1	1	5	-
14	3	-	-	-
15	3	-	-	-
16	5	-	-	-
17	5	-	-	-
18	-	1	2	3
19	5	-	-	-
20	-	1	2	5
21	1	2	3	-
22	2	3	4	-
23	5	-	-	-
24	5	-	-	-
25	2	2	5	-

Points	Assessment of Exporting Potential
83-110	Your company understands the commitment, strategies, and resources to become a successful exporter. You have a basis for exporting to the U.S. and may need to fine-tune your plans to be ready.
50-82	Your company has a serious interest in exporting, but there are some areas of weakness to address in order to implement a successful U.S. export strategy. Pay attention to the traits highlighted in the questions for which your company had scored low or no points.
Fewer than 50	Your company is starting to explore exporting to the U.S. but is currently in a weak position to do so. Before considering an ambitious export strategy, ensure that your company understands the necessary commitment and resources for success.