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| **Section 1: Company Information** |
| Company name  |  |
| Company type | Sole Prop. |  CC  | Partnership | Pty (Ltd)  | Co-opt | Other: specify |
| Registrationnumber  |  |  |  |  |  |  |  |  |  |  |  |  | Exporter number |  |  |  |  |  |  |  |  |
| Date of birth/ID |  |  |  |  |  |  |  |  |  |  |  |  |  | Gender | Male |  | Female |  |
| Name  |  | Tel: |  |  |  |  |  |  |  |  |  |  |
| Surname |  | Cell: |  |  |  |  |  |  |  |  |  |  |
| Email |  |
| Website |  |
| Physical address | Street |  |
| Town |  | Code |  |
| Province |  | Turnover per year |  |
| Black ownership 26-50 % |  | Black ownership 50+% |  | Women ownership % |  | Ownership by disabled persons % |  |
| List of export countries |  | Number of years exporting |  |
|  |
| Entity type | Manufacturer  |  | Distributor  |  | Trader  |  | Export council/industry association |  | Agent  |  |
| **Industry sector**: *Please tick applicable one* |
| Agro-processing (agriculture) |  | Boatbuilding and marine industries |  |
| Aquaculture  |  | Automotive products, components, medium/heavy commercial vehicles |  |
| Clothing, textiles, footwear and leather |  | Aerospace and defence |  |
| Creative industries (arts and craft, music, film and television) |  | Oil and gas services  |  |
| Mining and mineral beneficiation |  | Transportation and logistics |  |
| Business process and outsourcing services  |  | Nuclear |  |
| Electro-technical/ICT services  |  | Plastics, pharmaceuticals, chemicals, cosmetics |  |
| Capital and rail transport equipment |  | Renewable energy  |  |
| Metal fabrication |  | Forestry, timber, paper, pulp and furniture |  |
| Build environment professions (consulting engineering, civil engineering contractors, quantity surveying, architecture) |  | Other, specify: |  |
| Products/services |  |
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| **Section 2: Company Operational Readiness** |
| 2.1 | How long has the company been in operation?  | 0-6 months | 1 |  |
| 6 months – 2 years | 2 |  |
| 2-5 years | 3 |  |
| 5-7 years | 4 |  |
| + 7 years | 5 |  |
| 2.2 | Does the company have spare capacity to supply over and above the current market needs? | No | 1 |  |
| No, possibility to expand/outsource | 2 |  |
| Yes | 3 |  |
| Yes, possibility to outsource | 4 |  |
| Yes, possibility to expand further | 5 |  |
| 2.3 | Indicate availability of the product/service in the domestic market | No | 1 |  |
| 1-2 towns/cities | 2 |  |
| 1-2 provinces  | 3 |  |
| 3-4 provinces | 4 |  |
| More than 4 provinces | 5 |  |
| 2.4 | Is the company currently exporting? | No | 1 |  |
| Yes, 1-2 neighbouring countries | 2 |  |
| Yes, SADC and more than 2 countries | 3 |  |
| Yes, Africa and outside SADC countries  | 4 |  |
| Yes, Africa and other continents | 5 |  |

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| **Section 3: Product or Service Export Readiness** |
| 3.1 | How much has the company’s domestic sales grown over the past three years (average per year)? | Less than zero | 1 |  |
| Less than 5% | 2 |  |
| 6-10% | 3 |  |
| 11-20% | 4 |  |
| More than 20% | 5 |  |
| 3.2 | Does the company’s product or service have any licensing restrictions? If the company is manufacturing under licence, does it have knowledge of any restrictions on which markets to enter? | Licensed for domestic market only | 1 |  |
| Licensed for domestic and SADC countries | 2 |  |
| Licensed for SADC and African countries | 3 |  |
| No restrictions | 4 |  |
| Licensed for Africa and other continents | 5 |  |
| 3.3 | Does the product or service require adaptation for international markets? | Not certain | 1 |  |
| Yes, but not ready for adaptation to any international market | 2 |  |
| No, adaptation not required | 3 |  |
| Yes, in the process of complying with the adaptation requirements | 4 |  |
| Yes, product or service already adapted to targeted international market | 5 |  |
| 3.4 | Would the company be willing to modify the packaging to better suit international markets? | No | 1 |  |
| Reluctantly | 2 |  |
| Possibly | 3 |  |
| Yes | 4 |  |
| Already adapted | 5 |  |
| 3.5 | Does the product or service require specific skills or instructions to market in international markets? | Yes, extensive training is required | 1 |  |
| Yes, minimum training required | 2 |  |
| Provide product/service manual | 3 |  |
| No product/service training or manual  | 4 |  |
| None required | 5 |  |
| 3.6 | Does product or service require any special support or after sales support? | Yes, company has no capability for the required support | 1 |  |
| Company willing to provide support | 2 |  |
| None required | 3 |  |
| Yes, in the process of establishing required support mechanism | 4 |  |
| Yes, already have partnerships for support and aftersales service | 5 |  |
| 3.7 | Does the company’s product or service require certification for domestic or international market?  | Uncertain  | 1 |  |
| Yes, company does not have means to acquire the certificate | 2 |  |
| Yes, company in process of acquiring certificate | 3 |  |
| No certification required | 4 |  |
| Yes and the company is fully certified | 5 |  |
| 3.8 | How will the estimated logistical costs for exports affect the company’s finances?  | More than 50% | 1 |  |
| 30-50% | 2 |  |
| 10-20% | 3 |  |
| 5-10% | 4 |  |
| Less than 5% | 5 |  |

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| **Section 4: Marketing** |
| 4.1 | Does the company utilise promotional or marketing platforms suitable for international markets? | None | 1 |  |
| Customised/translated brochure | 2 |  |
| Website and brochure | 3 |  |
| Website, brochure and social media | 4 |  |
| Website, brochure, mobile app, social media, sales agent | 5 |  |
| 4.2 | Does the company have knowledge of potential distributors/importers/agents of its product? | None | 1 |  |
| Have a contact list | 2 |  |
| Utilise on a needs basis | 3 |  |
| Have one distributors/importer/agent  | 4 |  |
| Have multiple distributors/importers/agents  | 5 |  |
| 4.3 | Does the company’s product or service have a competitive edge with international competitors in terms of price and quality? | No knowledge | 1 |  |
| More expensive with the same quality | 2 |  |
| Comparable | 3 |  |
| Comparable in price and quality | 4 |  |
| Cheaper with better quality | 5 |  |

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| **Section 5: Finance** |
| 5.1  | Does the company have funds to develop the export market? | No  | 1 |  |
| No, possible source of funding | 2 |  |
| Yes, through state funding | 3 |  |
| Yes, have secured funding  | 4 |  |
| Yes, have dedicated budget and bank credit | 5 |  |

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| **Section 6: Export Planning** |
| 6.1 | What experience does the company have in exports? | None | 1 |  |
| Dealt with export enquiries | 2 |  |
| Exported few orders | 3 |  |
| Consistently exporting for three years | 4 |  |
| Has more than three years’ exporting experience | 5 |  |
| 6.2 | How will the company deal with its export needs/activities? | Assign current staff | 1 |  |
| Training current staff | 2 |  |
| Appoint a freight forwarder  | 3 |  |
| Assign experienced export manager | 4 |  |
| Assign dedicated export unit | 5 |  |
| 6.3 | Has the company attended any export training? | None | 1 |  |
| Attended export awareness | 2 |  |
| Attended export course | 3 |  |
| Has a basic export qualification (certificate) | 4 |  |
| Has advanced export qualification (Diploma +) | 5 |  |
| 6.4 | Has the company participated in export-promotion-related activities in the past three years (trade missions, exhibitions, market research, etc.)? | None | 1 |  |
| 1-2 export promotion activities | 2 |  |
| 2-4 export promotion activities | 3 |  |
| 4-6 export promotion activities | 4 |  |
| More than six export promotion activities | 5 |  |

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Participant’s name and surname:

Signature:

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