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| **Section 1: Company Information** |
| Company Name  |  |
| Company type |  |   |  |  |  |  |
| Registration number  |  |  |  |  |  |  |  |  |  |  |  |  | Exporter number |  |  |  |  |  |  |  |  |
| ID number |  |  |  |  |  |  |  |  |  |  |  |  |  | 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 Ass. |  | Agent  |  |
| Industry Sector: *please tick applicable one* |
| Agro- processing (Agriculture) |  | Boatbuilding and Marine Industries |  |
| Forestry, Timber, Paper, Pulp and Furniture |  | Automotive products, Components, Medium/heavy commercial vehicles |  |
| Clothing, Textiles, Footwear and Leather |  | Aerospace and Defence |  |
| Creative Industries: Arts & Craft, Music, Film and Television |  | Upstream Oil & Gas Services and Equipment |  |
| Downstream Mineral Beneficiation |  | Advanced Materials |  |
| Business Process Services  |  | Nuclear |  |
| Electro-technical/ ICT Services Sector |  | Plastics, Pharmaceuticals, Chemicals, Cosmetics |  |
| Capital and Rail Transport Equipment |  | Green & Energy-Saving Industries |  |
| Metal Fabrication |  |  |  |
| 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 the 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 company currently exporting? | No | 1 |  |
| Yes, 1 - 2 neighbouring countries | 2 |  |
| Yes, SADC & more than 2 countries | 3 |  |
| Yes, Africa & 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 3 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 licencing restrictions? If the company is manufacturing under licence, does it have knowledge of any restrictions on which markets to enter? | Licenced for domestic market only | 1 |  |
| Licenced for domestic and SADC countries | 2 |  |
| Licenced for SADC and African countries | 3 |  |
| No restrictions | 4 |  |
| Licenced 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 the 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 a 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 utilize promotional or marketing platforms suitable for international market? | None | 1 |  |
| Customised /translated brochure | 2 |  |
| Website & brochure | 3 |  |
| Website, brochure & 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 your product? | None | 1 |  |
| Have a contact list | 2 |  |
| Utilise them on need basis | 3 |  |
| Have 1 distributors/importer /agent  | 4 |  |
| Have multiple distributors/importers/agents  | 5 |  |
| 4.3 | Does the company’s product or service have a competitive urge 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 3 years | 4 |  |
| Have more than 3 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 |  |
| Have a basic export qualification (Certificate) | 4 |  |
| Have advanced export qualification (Diploma +) | 5 |  |
| 6.4 | Has the company participated in export promotion related activities in the past 3 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 6 export promotion activities | 5 |  |

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