



SMALL AND MEDIUM-SIZED ENTERPRISE (SME)
COMPANY / PRODUCT EXPORT EVALUATION CHECKLIST
Appendix C

All Associations offering the SME program are required by Ottawa to confirm that the companies applying for funding through the SME program are capable of completing the activities for which they are requesting funding. This is a very important first step in the application process and to ensure we represent your company to the fullest extent we ask that you complete the following questions. *If you wish, you may complete this section and send to FBC for comment prior to completing the full application.* **Please highlight your answers.**

1. Is your product already available?
 - A. Currently in production
 - B. Currently being developed
 - B.1 Provide date you expect development to be complete _____
 - C. Prototype stage

2. Is the product selling in the Canadian market?
 - A. Selling and market share is growing
 - B. Selling but market share is low
 - C. Selling in only one market / province in Canada

3. Do you have the surplus production capacity necessary to meet increased demand for the product?
Yes No

4. Do you have the resources necessary to service increased demand for the product?
Yes No

5. Do you have the financing required to adapt you product to site the target market?
 - A. Financing is in place
 - B. Financing is being arranged
 - C. No financing available

6. Do you have the financing required to promote your product in the target market?
 - A. Financing is in place
 - B. Financing is being arranged
 - C. No financing available

7. Is your Management Team committed to long-term development and/or sustaining export efforts to the target market for 1 – 3 years?
Yes No

8. Does your Management Team have experience in export markets?

Yes No

If YES please list countries / regions:

9. Does your company have a good track record of meeting deadlines?

Yes No

10. Does your product have a distinct competitive advantage (quality, price, uniqueness, innovation) over your competition?

Yes No

Please explain:

11. Has your packaging, labelling and/or promotional material(s) been adapted to the target market?

Yes No

12. Do you have the capacity and resources to provide after-sales support and service in your target market?

Yes No

13. How often do you plan to visit your target market in a 12 month period?

14. Do you have a logistics plan in place? (i.e. identified/engaged a freight forwarder, identified a cost effective and workable strategy to deliver to the target market?)

Yes No

15. Have you undertaken market research for your target market(s)?

A. Completed primary and secondary market research, including a visit to the target market

B. Completed some primary and secondary market research

C. No research

16. Do you have export pricing in place for your target market(s)?

Yes No

17. Is your promotional material available in the language of the target market(s)? (i.e. business cards, brochures, promotional materials, website, etc.)

Yes No

18. Have you started marketing your product(s) in the target market?

Yes No

If yes, please explain:

19. Have you engaged the services of a sales representative / distributor / agent, or partnered with a local firm?

Yes No

If yes, please explain:

20. Have you engaged a freight forwarder for your target market(s)?

Yes No

21. Have you engaged a customs broker for your target markets(s)?

Yes No

22. Are you capable of identifying and managing regulatory requirements in foreign markets (e.g. labelling, sanitary phytosanitary regulations)?

Yes No

Please provide any additional information you feel would help us in presenting your application for funding.

Completed and submitted by:

Name:

Title:

Date: