

## GLOBAL EXPORTER PASSPORT PROGRAMME (GEPP) Export Readiness Assessment

Section 1: Company Information																	
Company Name																	
Company type		Sole Prop.	CC	Partnership	Pty Ltd X	Co-opt	Other: specify										
Registration number																	Exporter number
Date of Birth/ID																	Gender
Name												Male		Female			
Surname												Tel:					
Email												Cell:					
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					
<b>Industry Sector: please tick applicable one</b>																	
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 & Craft, Music, Film and Television)						Oil & Gas Services											
Mining & Mineral Beneficiation						Transportation and Logistics											
Business Process & 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 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	

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?	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	

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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	

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

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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