



# EXPORT READINESS **ASSESSMENT**

SALES LEAFLET

# EXPORT READINESS ASSESSMENT

## WHAT IS THE EXPORT READINESS ASSESSMENT?

Our Export Readiness Assessment is a comprehensive, on-site evaluation designed specifically for businesses like yours. It helps you determine how prepared your company is for international expansion. Through this service, you'll gain an understanding of your current capabilities, identify areas for improvement, and receive actionable recommendations to ensure your success in global markets.

## WHY DO YOU NEED IT?

Expanding into international markets can be a game-changer for your business, offering significant growth opportunities. However, it's essential to be fully prepared before taking the leap. Here's why our Export Readiness Assessment is invaluable:

- **Identify Strengths and Gaps:** Understand where your company stands in terms of export readiness. We'll help you identify your strengths and address any gaps before you enter new markets.
- **Mitigate Risks:** Avoid costly mistakes by proactively tackling potential challenges that could arise during your expansion.
- **Maximize Success:** With our tailored recommendations, you'll be equipped to enter new markets with confidence, ensuring a greater chance of success.

## WHEN SHOULD YOU DO IT?

If you're thinking about expanding your business beyond Sweden, the time to act is now. Whether you're in the initial planning stages or already exploring international opportunities, our assessment provides the critical insights you need to make informed decisions and move forward with confidence.

## HOW DOES IT WORK?

1. **Pre-Assessment Preparation:** We start by understanding your business through an initial consultation, a brief questionnaire, and a review of your key documents.
2. **On-Site Assessment (1 day):** Our team comes to your location and conducts in-depth interviews with your finance, sales, marketing, operations, and legal teams. We'll evaluate your current capabilities and determine your readiness for international expansion.
3. **Post-Assessment Reporting:** You'll receive a detailed report that includes an evaluation of your export readiness, key findings, and specific, actionable recommendations. We'll also provide you with a strategic roadmap outlining the next steps for making your business export-ready.
4. **Follow-Up Consultation:** We'll meet with your leadership team to review the report, discuss our findings, and plan the next steps to ensure you're fully prepared to enter new markets.

## WHAT WILL YOU GET?

- **Export Readiness Report:** A thorough evaluation of your company's strengths, areas for improvement, and tailored recommendations for your export journey.
- **Strategic Roadmap:** A clear, actionable plan with timelines to help you achieve export readiness and enter international markets successfully.
- **Expert Guidance:** Ongoing support and consultation to help you implement our recommendations and navigate your export journey with confidence.

## WHY CHOOSE US?

With extensive experience in helping businesses like yours expand globally, we understand the unique challenges and opportunities of international trade. Our team of experts is here to provide you with the knowledge and insights needed to ensure your business is fully prepared for success in new markets.

## EXPORT READINESS ASSESSMENT SERVICE

The Export Readiness Assessment is designed to help Swedish SMEs evaluate their preparedness for entering international markets. This one-day, on-site service provides a thorough analysis of your company's current capabilities, identifies areas for improvement, and offers actionable recommendations to ensure you are fully prepared to succeed in global markets.

### OBJECTIVES:

- Assess the company's current readiness for exporting.
- Identify strengths and areas for improvement in key business functions.
- Provide clear, actionable recommendations to enhance export readiness.
- Develop a strategic roadmap for entering international markets.





## 1. PRE-ASSESSMENT PREPARATION

**Objective:** Gather preliminary information to tailor the assessment process.

- **Initial Consultation:** We begin with a phone or video consultation to understand your business, its goals, and current operations.
- **Pre-Assessment Questionnaire:** A brief questionnaire is sent to key personnel to gather basic information about your company's products, markets, and current export activities (if any).
- **Document Review:** We request relevant documents, such as your business plan, financial reports, marketing materials, and any existing export strategies, to review before the on-site visit.



## 2. ON-SITE ASSESSMENT (1 DAY)

**Objective:** Conduct in-depth interviews and evaluations with key departments to assess export readiness.

### MORNING SESSION

- **Kickoff Meeting with Management:** Introduction to the assessment process, objectives, and key areas of focus. Management provides an overview of the company's vision, goals, and current export ambitions.
- **Interview with Finance Team:** Assess financial stability, funding availability, and financial planning for export activities. Evaluate currency risk management, pricing strategies, and cost structures.
- **Interview with Sales and Marketing Team:** Evaluate current marketing strategies, brand positioning, and sales capabilities. Discuss market research activities, target market selection, and customer engagement practices.
- **Interview with Operations and Logistics Team:** Review supply chain management, production capacity, logistics planning, and distribution channels. Assess the ability to scale operations for international demand.

### AFTERNOON SESSION

- **Interview with Legal and Compliance Team:** Examine the company's understanding and management of international trade regulations, intellectual property protection, and contract management. Discuss compliance with foreign laws and standards.
- **Wrap-Up Session with Management:** Summarize initial findings and discuss any immediate observations. Outline the next steps and timeline for delivering the



### 3. POST-ASSESSMENT REPORTING

**Objective:** Provide a detailed report with findings, readiness evaluation, and actionable recommendations.

- **Readiness Evaluation:** A comprehensive assessment of the company's export readiness, covering each key area (finance, sales, marketing, operations, legal, etc.). The evaluation is based on the Export Readiness Checklist and other relevant criteria.
- **Key Findings:** Identification of strengths and weaknesses in current operations, highlighting areas where the company is well-prepared and where improvements are needed.
- **Actionable Recommendations:** Specific, tailored recommendations for each department on how to address gaps and enhance export readiness. This may include suggestions for further training, process improvements, or strategic adjustments.
- **Strategic Roadmap:** A proposed timeline and plan for implementing the recommendations, including milestones and key actions to be taken to achieve export readiness.
- **Next Steps:** Outline of potential follow-up services, such as export strategy development, market entry planning, or ongoing export management support







#### 4. FOLLOW-UP CONSULTATION

**Objective:** Discuss the report findings and next steps with the company's leadership team.

- **Review Meeting:** A meeting (in person or virtual) to go over the assessment report, clarify findings, and answer any questions.
- **Implementation Support:** Discuss options for further assistance, such as workshops, training sessions, or hands-on support to implement the recommendations and prepare for export activities.

#### DELIVERABLES

- Export Readiness Report (including evaluation, findings, and recommendations)
- Strategic Roadmap for achieving export readiness
- Follow-up consultation to discuss the report and next steps

#### BENEFITS

- Gain a clear understanding of your company's export readiness.
- Identify and address gaps in your current operations.
- Receive expert guidance on preparing your business for international markets.
- Develop a strategic plan to ensure a successful market entry.



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