

GLOBAL EXPORTER PASSPORT PROGRAMME (GEPP) Export-Readiness Assessment

Section 1: Company Information																					
Company name																					
Company type		Sole Prop.	CC	Partnership	Pty Ltd	Co-opt	Other: specify														
Registration number																					
ID number																					
Name										Tel:											
Surname										Cell:											
E-mail																					
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)																					
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 and craft, music, film and television						Upstream oil and 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 and energy-saving industries															
Metal fabrication																					
Built environment professions (consulting engineering; civil engineering contractors; quantity surveying; architecture)						Other, specify:															
Products/services		1.																			
		2.																			
		3.																			
		4.																			
		5.																			

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2.1	How long has the company been in operation	0 - 6 months	
		6 months - 2 years	
		2 - 5 years	
		5 - 7 years	
		+ 7 years	
2.2	Does the company have spare capacity to supply over and above the current market needs?	No	
		No, possibility to expand/outsource	
		Yes	
		Yes, possibility to outsource	
2.3	Indicate the availability of the product/service in the domestic market?	No	
		1 - 2 towns/cities	
		1 - 2 provinces	
		3 - 4 provinces	
		More than 4 provinces	
2.4	Is company currently exporting?	No	
		Yes, 1 - 2 neighbouring countries	
		Yes, SADC and more than 2 countries	
		Yes, Africa and outside SADC countries	
		Yes, Africa and other continents	

3.1	How much has the company's domestic sales grown over the past three years (average per year)?	Less than zero	
		Less than 5%	
		6% - 10%	
		11% - 20%	
		More than 20%	
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	
		Licensed for domestic and SADC countries	
		Licensed for SADC and African countries	
		No restrictions	
3.3	Does the product or service require adaptation for international markets?	Licensed for Africa and other continents	
		Not certain	
		Yes, but not ready for adaptation to any international market	
		No, adaptation not required	
		Yes, in the process of complying with the adaptation requirements	
3.4	Would the company be willing to modify the packaging to better suit international markets?	Yes, product or service already adapted to targeted international market	
		No	
		Reluctantly	
		Possibly	
		Yes	
3.5	Does the product or service require specific skills or instructions to market in the international markets?	Already adapted	
		Yes, extensive training is required	
		Yes, minimum training required	
		Provide product/service manual	
		No product/service training or manual	
3.6	Does product or service require any special support or after sales support?	None required	
		Yes, company has no capability for the required support	
		Company willing to provide support	
		None required	

GLOBAL EXPORTER PASSPORT PROGRAMME (GEPP) Export-Readiness Assessment

		Yes, in the process of establishing required support mechanism	
		Yes, already have partnerships for support and aftersales service	
3.7	Does the company's product or service require certification for domestic or international market?	Uncertain	
		Yes, company does not have means to acquire the certificate	
		Yes, company in a process of acquiring certificate	
		No certification required	
		Yes and the company is fully certified	
3.8	How will the estimated logistical costs for exports affect the company's finances?	More than 50%	
		30% - 50%	
		10% - 20%	
		5% - 10%	
		Less than 5%	

4.1	Does the company utilise promotional or marketing platforms suitable for international market?	None	
		Customised /translated brochure	
		Website and brochure	
		Website, brochure and social media	
		Website, brochure, mobile app, social media, sales agent	
4.2	Does the company have knowledge of potential distributors/importers/agents of your product?	None	
		Have a contact list	
		Utilise them on need basis	
		Have one distributors/importer/agent	
		Have multiple distributors/importers/agents	
4.3	Does the company's product or service have a competitive urge with international competitors' in terms of price and quality?	No knowledge	
		More expensive with the same quality	
		Comparable	
		Comparable in price and quality	
		Cheaper with better quality	

5.1	Does the company have funds to develop the export market?	No	
		No possible source of funding	
		Yes, through state funding	
		Yes, have secured funding	
		Yes, have dedicated budget and bank credit	

6.1	What experience does the company have in exports?	None	
		Dealt with export enquiries	
		Exported few orders	
		Consistently exporting for 3 years	
		Have more than 3 years exporting experience	
6.2	How will the company deal with its export needs/activities?	Assign current staff	
		Training current staff	
		Appoint a freight-forwarder	
		Assign experienced export manager	
		Assign dedicated export unit	

GLOBAL EXPORTER PASSPORT PROGRAMME (GEPP) Export-Readiness Assessment

6.3	Has the company attended any export training?	None	
		Attended export awareness	
		Attended export course	
		Have a basic export qualification (Certificate)	
		Have advanced export qualification (Diploma +)	
6.4	Has the company participated in export promotion-related activities in the past three years (trade missions, exhibitions, market research, etc.)?	None	
		1 - 2 export promotion activities	
		2 - 4 export promotion activities	
		4 - 6 export promotion activities	
		More than 6 export promotion activities	

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Date received	
Date captured	
Captured by	
Signature	

Participant's name and surname:

Signature:

Date: