Test your company’s readiness to begin exporting. The more statements below that apply to your company, the more prepared you are to begin.

**My Company…**

- **is already** selling a product in the US.
- **has already** defined the Schedule B code for the product(s) it wants to export.
- **can dedicate** resources (time, money, personnel, etc.) to the export process.
- **knows how** to adapt products (packaging, components, etc.) to comply with foreign regulations and regional tastes.
- **is acquainted** with international shipping procedures, such as understanding INCOTERMS, freight costing, etc.
- **is aware** of the financial advantages of exporting to NAFTA and other FTA territories.
- **has prepared** an international marketing plan with specific strategies and goals.
- **has the** resources to start and maintain international marketing efforts.
- **can service** international customers.
- **knows about** export payment instruments and procedures (e.g., letters of credit).

**Contact**

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