



12-point Internationalisation development Self Assessment

TASK	Questions and Points to consider	Action Target Date	Progress - Comment	Revised -Actions
1. SET UP YOUR GOALS		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Before you start conducting competitive analysis you must set up your goals	<i>Increase profitability - Sales</i>			
Understanding your goals will greatly assist the development of your plan	<i>Reduce dependence on the home market</i>			
It is essential to have a clear-cut goals that will help you to structure the research	<i>Grow the company - Generate economies of scale</i>			
	<i>Become more innovative - Gain new knowledge</i>			
2. IDENTIFY YOUR COMPETITORS		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Check the list of companies running in the same market	<i>List your Retail compeditors</i>			
Run a Google / online Search	<i>List your Wholesale compeditors</i>			
Speak to potential customers - Find out "who" else they may be considering	<i>List any new product or Artisan compeditors</i>			
3. Identifying Export Opportunities		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
What gaps or openings are currently available within the target market	<i>Check the export-import statistics</i>			
Research the companies competing in the same market	<i>Talk with the experts -BUYERS</i>			
Speak to potential customers - Find out "who" else they may be considering	<i>Carry out analysis of sales reports</i>			
If its possible physically walk the stores and carry out in-store research	<i>Examine trends and new products being launched</i>			
4. COMPARE COMPETITOR VALUES PROPOSITION		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
To develop a value proposition that makes your offer special and unique you must get to know how your competitors position themselves	<i>Review your offering to your main compeditors in the target market-Have you a point of difference</i>			
Analysing your competitors webpages and paying attention to their reviews you will be able to create a better understanding of the competitive market	<i>Don't just analysis the statements from your compeditors but also look at what the consumers are saying about them</i>			
5. QUANTITATIVE INVESTIGATION		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Obtain as much accurate data about the market your competitors as possible	<i>Evaluate your chances against the numbers. Looking at size and profitability of the sector</i>			

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6. FUNCTIONAL INVESTIGATION		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Your competitors business, their strategy, tactics, route to market, channel partners	<i>Can you copy their process or improve or make a cost saving by doing it differently</i>			
7. DEVELOP YOUR EXPORT PLAN		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
An overall strategy and objectives, including all background analysis referred to above	<i>Sections on marketing, budget, targets, implementation schedule and market information</i>			
8. ROUTE TO MARKET		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Explore and set out the various options	<i>Options including Channel Partners -Distributors- Sales agents</i>			
Include costs and timelines	<i>Options including direct sales to Wholesale - Retail -Foodservice customers</i>			
9. GETTING TO THE CUSTOMER		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
The logistics of product delivery	<i>Direct Delivery</i>			
Include costs and timelines	<i>Consolidation haulage or consolidation warehouse</i>			
10. MARKETING AND SELLING		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Producing a marketing plan to launch the product in a new market	<i>Instore support-POS - Introductory price - Multi buy</i>			
You need to set a budget - choose the platforms -create a sales message	<i>Social media activity - hard copy press advertisments</i>			
11. GETTING PAID		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
The single most important part of the whole process	<i>Credit Check the reputation of any potential customer</i>			
There is always an element of risk	<i>Your bank can advise on payment options along with export credit insurance</i>			
12. LEGAL AND REGULATORY		Stage 1 Date	Stage 1 Comment	Stage 1 Revised
Advice available from Chambers of Commerce, Government Agencies and Trade Bodies	<i>Ensure you research and comply with your legal obligations</i>			
Trading terms -Intercoms	<i>The Incoterms® rules are the world's terms of trade for the sale of goods</i>			
	<i>Review which suit your export sales best</i>			