Checklist for Evaluating Potential Export Markets

Current Population Total GNP Per-capita GNP Rate of investment Local production of your product Import of your product In total GNP In per-capita GNP In per-capita GNP In rate of investment In consumption of your product Import of your product Import of your product Import of investment In consumption of your product Import duties and tariffs Local suppliers Foreign suppliers Sales representatives available Pricing methods Promotional practices Credit terms Economic Stability: Balance of payments Foreign currency reserves Availability of U.S. dollars Exchange rate performance Political Climate Non-tariff trade barriers Favorable towards imports Attitude towards U.S. Changes in government Distance to country: Cultural differences Overall Rating of Potential Market: To be investigated further: No Yes	Country:			
Market Size: Total GNP Per-capita GNP Rate of investment Local production of your product Import of your product In population In total GNP In per-capita GNP In rate of investment In consumption of your product Market Accessibility: Import duties and tariffs Local suppliers Foreign suppliers Sales representatives available Pricing methods Promotional practices Credit terms Economic Stability: Balance of payments Foreign currency reserves Availability of U.S. dollars Exchange rate performance Political Climate Non-tariff trade barriers Favorable towards imports Attitude towards U.S. Changes in government Others: Overall Rating of Potential Market:	Category	Factors		Category Rating
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Prepared by: Date:	_			

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