

Checklist for Evaluating Potential Export Markets

Country: _____

Category	Factors	Factor Rating	Category Rating
Current Market Size:	Population	_____	
	Total GNP	_____	
	Per-capita GNP	_____	
	Rate of investment	_____	
	Local production of your product	_____	
	Import of your product	_____	_____
Potential Market Growth:	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:	Distance to country:	_____	
	Cultural differences	_____	
	_____	_____	
Overall Rating of Potential Market:			_____
To be investigated further:		No _____ Yes _____	
Prepared by: _____		Date: _____	

© Copyright 1996. Export USA Publication, Minneapolis, Minnesota

SOURCE: John R. Jagoe's *Export Sales & Marketing Manual* , tel: (800) 876-0624
INTERNET URL: <http://www.exportusa.com>, E-MAIL: info@exportusa.com

