



Export Checklist

1. Which products are selected for export development, and what modifications, if any, must be made to adapt them for overseas markets?
2. Which countries are targeted for sales development?
3. In each country, what is the basic customer profile, and what marketing and distribution channels should be used to reach customers?
4. What special challenges pertain to each market (for example, competition, cultural differences, and import controls), and what strategy will be used to address them?
5. How will your product's export sales price be determined?
6. What specific operational steps must be taken and when?
7. What will be the time frame for implementing each element of the plan?
8. What personnel and company resources will be dedicated to exporting?
9. What will be the cost in time and money for each element?
10. How will the results be evaluated and used to modify the plan?

For more information and self-assessments, please follow the links below:

Learn how to export at <https://www.trade.gov/learn-how-export>.

Take these step-by-step assessments for [New Exporters](#), [Expanding Exporters](#) and [Experienced Exporters](#) that will help you determine next steps in your export development.