

Checklist

Key questions before going abroad

Product and service check

- What makes our product/service unique? What is our USP?
- Do I need to adapt my products/services for other markets?
- Do our products/services require regular service, maintenance or other support?
- Are there export and/or import regulations?
- Are our prices and conditions competitive?
- Are adjustments to our advertising and communication required?

Organization check

- Are our existing capacities sufficient?
- Production: Are country-specific adjustments necessary? Can we produce fast enough?
- Does our structural and operational organization need to be adapted?

Staff and culture check

- Do we have sufficient staff resources and the right competencies and experience?
- Do we have foreign language skills?
- Is our company open to and understanding of other cultures?
- Are staff members willing to travel/reside abroad?
- Does our company have an open culture of communication?

Finance check

- Are our prices and costs competitive?
- How much revenue do we need to achieve to break even?
- How great are the currency risks and at what price can I hedge these risks?
- Can we finance the capital needed? Equity or debt capital?