

Export Readiness Self-Assessment

PURPOSE

Test whether a manufacturer can convert an international inquiry into a controlled quote, supported shipment, and sustainable customer relationship.

HOW TO SCORE

Score every criterion 0 = missing, 1 = partial or claimed, 2 = complete and supported by current, scope-matched evidence. Record the evidence, owner, and review date.

85-100: Buyer-engagement ready, subject to transaction review.

70-84: Pilot-ready with controlled improvements.

Below 70: Build the operating pack before scaling outreach.

CONTROL NOTE

A high total never overrides a failed legal-entity, safety, regulatory, sanctions, technical-feasibility, or destination-market gate. Validate project-specific requirements with qualified specialists.

Market and buyer focus - 15 points

01 Target market, segment, application, and channel are specific.

02 Buyer problem and category fit have evidence.

03 Alternatives, price position, and differentiation are credible.

04 Language, units, service expectations, and buying process are understood.

05 Priority accounts and qualification rules are documented.

06 Outreach claims match what operations can prove.

Product, quality, and compliance - 20 points

01 Product is classified and destination requirements have an owner.

HARD GATE

02 Certificates apply to the claimed entity, site, process, and product.

03 Specifications, tests, technical files, and change control are organized.

04 Labeling, marks, language, claims, and responsible parties are mapped.

05 Traceability, complaint, CAPA, and field response are proportionate.

06 Materials, origin, restricted substances, and permits are reviewed.

Buyer-facing commercial pack - 15 points

- 01 **Profile states entity, sites, capability, capacity basis, and export markets.**
- 02 **Catalog uses controlled models and evidenced claims.**
- 03 **MOQ, samples, tooling, currency, validity, payment, and lead time are explicit.**
- 04 **Quote exposes assumptions, exclusions, deviations, and missing buyer inputs.**
- 05 **Buyer-language technical and commercial contacts are named.**
- 06 **References can be shared truthfully and appropriately.**

Export documents and trade execution - 20 points

- 01

Export, import, broker, sanctions, and transaction-review owners are assigned.

HARD GATE
- 02

Invoice, packing list, origin, and transport templates reconcile.
- 03

HS classification and origin support are documented.
- 04

Incoterms include named place and internal cost or risk ownership.
- 05

Special certificates, licenses, inspections, dangerous goods, and packaging are mapped.
- 06

Document cut-offs, approval, transmission, and retention are controlled.

Capacity, fulfillment, and resilience - 15 points

- 01 Capacity and lead time are evidenced by line, constraint, shifts, and load.
- 02 Export packaging, labeling, preservation, and handoff are proven.
- 03 Quality release and document approval precede shipment.
- 04 Critical materials, sub-tiers, and single points are mapped.
- 05 Alternates, safety stock, recovery, and escalation are proportionate.
- 06 Delivery, defects, document errors, and complaints are measured.

Service, communication, and governance - 15 points

- 01 Inquiry, quote, sample, order, exception, and complaint SLAs are defined.
- 02 Warranty, returns, spares, service, training, and remote support are explicit.
- 03 Owners cover sales, engineering, quality, logistics, finance, and compliance.
- 04 Customer and technical data access, retention, and cyber controls are defined.
- 05 Management reviews export KPIs, risks, CAPA, and priorities.
- 06 A 30-day backlog turns gaps into owners, evidence, and due dates.

Evidence, gaps, and next actions

USE THIS REGISTER

Do not close a gap with a general claim. Name the exact document, test, drawing,

PRIORITY | GAP | EVIDENCE OR DECISION | OWNER | DUE | BUYER IMPACT

P0 | Destination compliance | Named role and review | ____ | ____ | LAUNCH GATE

P0 | Export screening | Transaction review method | ____ | ____ | ORDER HOLD

P1 | Quote exclusions | Controlled quote template | ____ | ____ | MARGIN AND SCOPE

P1 | Document mismatch | Reconciled shipment templates | ____ | ____ | CUSTOMS DELAY

SOURCE NOTES

- 1. U.S. ITA, export documents and exporter responsibilities.
- 2. ICC, Incoterms 2020 responsibility framework.
- 3. ISO/IAF and NIST MEP risk concepts, applied proportionately.