

Name of SME	
Respondent name	
Time	



RURAL Innovation
and
BUSINESS Systems



1. Internationalisation strategy or plan

Internationalisation plan will be updated with Project Team

Yes

No

Clear decision to start exporting?

Target countries/market

Which product will be exported?

Market situation in target country

Schedule

Financing

Willingness to do the planning?

2. Process and Product

Production capacity

Certificates (e.g. CE-mark)

Is the product protected?		
Quality management system?		
Marketing and sales channels		

3. Resources		
Equipments and Premises		
Human resources		
Marketing resources		
Financing		

4. Financing		
Is financing secured?		
Share of self-financing		
Possible external financiers		
Share of public financing		

5. Public and Private Support to internationalisation		
Support is not needed		
Training of personnel		

Making project and other plans		
Creating marketing and other materials		
Financing planning		

6. Comments		
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Additional questions of the internationalisation strategy and plan

Customer segments
Sales and distribution network
Situation of competition
Value of the product
Turnover target

Additional questions of product readiness

Requirements of the legislation		
Materials		
Technical requirements		
Customer requirements		
Support, services and maintenance		
Product documentation		

Additional questions of resources

Know-how of the organization	
Sales resources	
Delivery resources	
Product development	
Premises	
Administration	

Additional questions of financing

Have the financing arrangements been started?		
Acceptable financing conditions		
Risk financiers		
Is commercial cooperation possible?		
Other		

Additional questions of supporting the internationalisation

Marketing studies		
Finding personnel resources		
Training of SME's organisation		
Knowledge of targeting countries		
Finding cooperation partners		