



EXPORT TRAINING PROGRAM APPLICATION



General Company Information:

Name: _____ Title: _____

Company: _____

Phone: _____ Fax: _____

Address: _____

Email: _____

Type of Business: Packer / Shipper Agent / Broker Manufacturer
 Grower / Producer Other: _____

Target Market: Retail Foodservice Wholesale Industrial

Years in Business: _____ Annual Revenues: _____

Employees: _____ Annual Export Revenues: _____

Years Exporting: _____ Countries Exported To: _____

Product Information:

Description of Product(s): _____

On what basis are your company's products internationally competitive? (Check all that apply.)

Unique features Better quality Don't Know
 Faster Delivery Lower Price Other: _____

Please rank the four markets in order of your preference for participation (1 = First Choice, 4 = Last Choice)*:

Taiwan Mexico
 Japan China

Of the four target markets, which offer the best potential for your products and why? _____

Will your products require special handling or packaging for export? Yes No Not Sure

Have you sold any products to foreign customers directly in the past? Yes No Not Sure

*The Washington State Department of Agriculture will make every effort to accommodate your first choice for export training. However, spaces are limited, and we may have to assign some companies to their second or third choices.



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Resource Capabilities:

- Is your company willing to spend the time and resources necessary to build relationships with your export customers before expecting results? Yes No Not Sure
- Is your company able to modify product packaging and ingredients to meet foreign import regulations, food safety standards, and cultural preferences? Yes No Not Sure
- Is your company willing to modify product packaging and ingredients to meet foreign import regulations, food safety standards, and cultural preferences? Yes No Not Sure
- Does your company have sufficient production capacity that can be committed to the export market over the long-term? Yes No Not Sure
- Can your company provide export price quotations to foreign buyers? Yes No Not Sure
- Does your company have staff who are familiar with export procedures? Yes No Not Sure
- Does your company have staff who can handle export documentation? Yes No Not Sure
- Can your company ensure that export orders are processed as promptly as domestic? Yes No Not Sure
- Can your bank handle international financial transactions? Yes No Not Sure

Financial Capabilities:

- Does your company have adequate funds for export development, including international travel, trade show participation, market research & training? Yes No Not Sure
- Does your company have the financial resources to actively support the marketing of your products in the targeted markets over the long-run? Yes No Not Sure
- Is your company aware of how currency exchange rate fluctuations affect company sales and profits? Yes No Not Sure
- International trade can be risky. Can you afford an occasional financial loss? Yes No Not Sure

Previous Export Planning:

- Does your company have an international marketing plan with defined goals? Yes No Not Sure
- Do you have a company brochure or other product literature available? Yes No Not Sure
- Will your company appoint someone internally to develop export sales? Yes No Not Sure

What kind of foreign representative would best meet your company's export needs?

- Export Management Company
- Agent
- Wholesaler
- Retailer
- Not Sure
- Other: _____

How will your company identify a foreign distributor?

- Trade shows & trade missions
- USDA export services & overseas offices
- Help from WSDA
- WUSATA programs & services
- Not Sure
- Other: _____

