**ASSESSMENT OF EXPORT CAPABILITY**

What comprises export capability for a food SME?

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|  | **TESTS** | **QUESTIONS** |
| 1 | Valuable benefits | Does the product provide benefits that are clearly superior to existing alternatives? |
| 2 | Scale up | Can the product be mass produced with consistent quality to satisfy the market need? |
| 3 | Marketing | Have you assessed demand and do you have a channel to the consumer? |
| 4 | Leadership team | Do the key leaders and managers involved in this project have the knowledge, skills, experience and courage to take it through to fruition? |
| 5 | Financial viability | Do you have sufficient financing to adapt your product to suit your target market and promote it? |
| 6 | Intellectual property | Do you have control over the intellectual property (IP) for theproduct? |
| 7 | Return on investment | Will the product generate enough profit to make it worthwhile? |
| 8 | Corporate social responsibility | Does the innovation make progress on all three dimensions of value creation outcomes (financial, environmental and social)? |
| 9 | Strategic fit | Is the product/proposed export plan consistent and aligned with the firm’s overall business strategy? |
| 10 | Project management capacity | Do you have the available specialists with relevant experience to see the project through, meet deadlines and compliance requirements? |