

# GEG Inc. Malaysia

**We are Trade, not Aid**

## **SELF-ASSESSMENT EXPORT READINESS TOOL**

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### **Instructions**

This Export Readiness Tool helps SMEs evaluate preparedness for international markets.

- Read each question carefully.
- Answer honestly on a scale of **0–5** (0 = Not started, 5 = Best practice).
- Identify where your company is strong and where gaps exist.
- Use the **Action Plan** section to record next steps.
- Grouped sections ensure you assess every dimension of export readiness.

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## Section A: Company Profile & Strategy

Question	Score (0–5)	Notes / Evidence
Do you have a written business plan that includes export goals?		
Have you identified international markets that match your product/service?		

Is senior management  
fully committed to  
pursuing exports?

Do you monitor  
competitors' activities in  
your target markets?

Have you defined clear  
export performance  
indicators (e.g., sales  
targets, timelines)?

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## Section B: Financial Capacity

Question	Score (0–5)	Notes / Evidence
Do you have sufficient working capital to finance export sales?		
Have you assessed the financial risks of entering international markets?		
Have you developed export pricing models that account for currency fluctuations, tariffs, and logistics costs?		
Do you have access to trade finance instruments (letters of credit, export insurance, bank guarantees)?		

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## Section C: Product & Operations

Question	Score (0–5)	Notes / Evidence
Is your product/service compliant with international standards or certifications?		
Can your production scale up to meet potential export demand?		
Have you adapted product design, packaging, or labeling to meet foreign regulations and customer preferences?		
Do you have a documented quality assurance or inspection process for export shipments?		

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## Section D: Marketing & Sales

Question	Score (0–5)	Notes / Evidence
Do you have marketing materials available in relevant foreign languages?		
Have you established a distribution strategy for target markets?		
Do you participate in trade shows, exhibitions, or virtual marketplaces targeting international buyers?		
Do you have a system to track and manage international leads, inquiries, and customer feedback?		

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## Section E: Human Resources & Skills

Question	Score (0–5)	Notes / Evidence
Do you have staff with export experience or international business training?		
Is your team able to handle documentation, logistics, and after-sales support?		
Do you provide ongoing training to employees on international trade requirements?		
Do you have external advisors, mentors, or consultants supporting your export journey?		

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## Section F: Digital Capability

Question	Score (0–5)	Notes / Evidence
Is your website optimized for international customers (e.g., languages, currencies)?		
Do you use digital tools for market research, outreach, or e-commerce?		
Do you have cybersecurity protocols aligned with international standards?		
Do you use digital marketing (SEO, social media, online ads) to reach overseas buyers?		

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## ACTION PLAN

### (Example Illustration)

Gap Identified	Route to Solution	Action Steps	Responsible	Target Date	Completion Date
Weak export financing	Consult SME Corp funding & bank export programs	Schedule meeting with bank officer	Finance Manager	30/10/25	
No export distribution channels	Research ASEAN distributors	Attend trade fair & shortlist partners	Sales Director	15/11/25	
Website not export-ready	Localize website in Bahasa & English	Hire translator/web designer	IT Lead	01/12/25	
Lack of staff export knowledge	Provide training	Enroll in SME Corp export course	HR Manager	15/12/25	
Missing certifications	Apply for halal/ISO certification	Submit application & inspection	Ops Manager	10/01/26	
No after-sales service abroad	Explore outsourcing model	Negotiate with service partner in Vietnam	COO	20/01/26	

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