

Export Readiness Assessment For guyop



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Company name : guyop

Products : rice, mango, kola

Category	Score	Suggestions	Implication
Positioning	4.8	The company is well positioned for export business	Good to go
Promoters	4.6	The promoters of the company are committed to export business	Good to go
Products	4.8	The promoters of the company are committed to export business	Good to go
Pricing	4.8	The promoters of the company are committed to export business	Good to go
Predisposition	4.6	The promoters of the company are committed to export business	Good to go
Purpose	4	The promoters of the company are committed to export business	Good to go
Payment	4.4	The promoters of the company are committed to export business	Good to go
Production	3.6	Low score in promoter is an indication that the business owner is inexperienced and unwilling to commit resources to support export.	Owners need exposure to export market potentials to stimulate interest to
Proficiency	4.4	The promoters of the company are committed to export business	Good to go
People	3.6	Low score in promoter is an indication that the business owner is inexperienced and unwilling to commit resources to support export.	Owners need exposure to export market potentials to stimulate interest to
Paperwork	4.4	The promoters of the company are committed to export business	Good to go
Potential	4.4	The promoters of the company are committed to export business	Good to go
Promotion	4.2	The promoters of the company are committed to export business	Good to go
Purchasers	4.2	The promoters of the company are committed to export business	Good to go
Partnership	3.2	The promoters of the company are committed to export business	Good to go

Total	85.33 %	Almost positioned for sustainable export business- can start export, but needs to fix few areas readiness to be sustainable	Almost Ready
Grade	B		