

# Export Readiness Assessment For Kwam



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**Company name : Kwam**

**Products : Kwam**

Category	Score	Suggestions	Implication
Positioning	1.4	Low score In positioning is an indication that the product is not well received in the local market.	The business needs a good management team to establish the business in the local market
Promoters	1.2	Low score in promoter is an indication that the business owner is inexperience and unwilling to commit resources to support export.	Owners need exposure to export market potentials to stimulate interest to
Products	1.6	Low score in product is an indication that the product is not unique, low quality, easy to replicate and wrong packaging.	Exporter need to upgrade product quality, labelling and packaging
Pricing	1.6	Low score in product is an indication that the product is not unique, low quality, easy to replicate and wrong packaging.	Exporter need to upgrade product quality, labelling and packaging
Predisposition	1.6	Low score in predisposition is an indication of lack of foreign orientation among staff	Exporter needs to organise seminar to boost foreign orientation of its staff
Purpose	1.6	Low score in purpose is an indication that the purpose for export business is not strong.	Exporter need to find a strong reason to export through exposure to export information.
Payment	1.6	Low score in payment is an indication that exporter cannot source funds to do export business and also unable to mitigate payment risk	Exporter needs to learn alternative source of funding and payment risk mitigation
Production	1.6	Low score in production is an indication of inability to meet a surge in demand from buyers abroad	Exporter need to either boost capacity or form synergy to meet a surge in demand
Proficiency	1.6	Low score in proficiency is an indication of lack of competence in export business management	Exporter needs to do export business capacity building programme for staff
People	1.6	Low score in people is an indication of lack of understanding of the consumers in the export market	Exporter need to learn about the characteristics of a typical consumer in export market
Paperwork	1.6	Low score in paperwork is an indication of lack of understanding of the documentation involve in the home and export market	Exporter need to learn the documenation requirement in the home and export markets
Potential	1.6	Low score in potential is an indication of lack of understanding of the export market opportunities	Exporter need to do an online research to know the market potential and viable export market
Promotion	1.6	Low score in promotion is an indication of lack of capacity or understanding of how to reach potential buyers in the export market	Exporter need to raise funds to attend trade fair and promote product in the export market

Purchasers	1.6	Low score in purchasers is an indication of lack of understanding of how to identify and work with distribution channel operators in the export market	Exporter needs to visit the export market or appoint an agent to reach distribution channel operators
Partnership	1.4	Low score in partnership is an indication of lack of understanding of how to identify and work with service providers in the export market	Exporter needs to visit the export market and hire a representative or form a joint venture or set up an overseas branch
Total	<b>30.93 %</b>	<b>Just starting the journey to export business -needs to concentrate local business development and less on export readiness</b>	<b>Just Starting</b>
Grade	<b>D</b>		