

EXPORT SWOT CHECKLIST

Strength/Weakness Analyser		Effect for your company			Influence on performance	
		Strength	Neutral	Weakness	High	Low
1	MARKETING					
	Company image					
	Level of planning					
	Marketing skills					
	Company's reputation for quality					
	Company's reputation for service					
	Accessibility to raw materials					
	Information availability					
	Familiarity with markets					
	Company's market share					
	Market size					
	Market growth					
	Pricing strategy					
	Product R&D					
	New product ideas					
	New product ideas					
	Distribution strategy - domestic					
	Distribution strategy - export					
	Ease of entry					
	Geographical proximity					
	Sales force					
	Sales force					
2	FINANCIAL					
	Cost of capital					
	Financial stability					
	Profitability					
	Return on equity					
	Debt to equity ratio					
3	MANUFACTURING					
	Manufacturing facilities					
	Economies of scale					
	Capacity to increase production					
	Ability to deliver on time					
	Technical & manufacturing skills					
	Manufacturing costs					

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4	ORGANISATIONAL					
	Company's leadership					
	Management aspirations for the company					
	Dedication & skill of workforce					
	Entrepreneurial orientation					
	Flexibility & adaptability					
	Staff relations					
	Administration skills					
	Ability to respond to changing circumstances					
	Relationship with suppliers & intermediaries					
	Language abilities					
	Professional qualifications					
	Technical qualifications TQM environment					
	Marketing knowledge					
	Information management (use of it)					
	Technology management					
5	DEMOGRAPHIC					
	Population trends					
	Age distribution					
	Birth, death & marriage rates					
	Lifestyle trends					
	Mobility trends					
	Population's level of education					
	Change in buying patterns of typical family					
6	ECONOMIC					
	Growth of economy					
	Size of market for products					
	Rate of growth					
	Foreign exchange position					
	Stability of currency					
	Convertibility of currency					
	Per capita income					
	Growth					
	Income distribution					
	Balance of economy					
	Rate of inflation					

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7	POLITICAL/LEGAL					
	Stability of government					
	Tariffs					
	Regulations in competitive practice					
	Product labelling requirements					
	Consumer information requirements					
	Product standards					
	Government controls					
	Legislation regulating business					
	Non-tariff barriers					
8	SOCIAL AND CULTURAL					
	Lifestyle trends					
	Ethnicity of the population					
	Changes in consumer tastes					
	Business ethics					
	Social factors in business					
	Other trends					
	Changes in cultural values					
9	ENVIRONMENTAL/TECHNOLOGICAL					
	Importance of environmental issues					
	Pace of technological change					
	Innovation opportunities					
10	COMPETITION					
	Dominant market players					
	Pace of technological change					
	Innovation opportunities					
11	RESEARCH AND DEVELOPMENT					
	Price advantages/disadvantages					
	Distribution advantages/disadvantages					
	Market segmentation					
	Product quality					
	Product positioning					
	Supplier power					
	Customer power					
	Threat of substitutions					
	Threat of new entrants					
	Intensity of industry rivalry					

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12	EXTERNAL ENVIRONMENT					
	Transportation costs					
	Availability of transportation					
	Distribution within the market					
	Extent & reliability of communication systems					