## **Self-Assessment Internationalisation**



Every business and every internationalisation process is unique. Therefore, specific challenges for each company have to be considered individually.

This Assessment Tool provides you with 25 key issues. Our experience shows, that in the early stage these questions are paramount in companies focussing on international expansion. Given the complexity of managing an internationalisation process, we do not claim to be complete. With our tool, you will discover the key strengths and weaknesses. You will recognise your first needs for action, a perfect opportunity to start discussions in depth – within your company, with your partners and may be closer with us.

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	Basic Requirements			
1	Are there already basic international experiences in your company? (e.g. via existing international contacts)	$\otimes$ $\bigcirc$ $\bigcirc$	$\bigcirc$	
2	Do you have an active and stable business in your domestic market?	$\otimes$ $\bigcirc$ $\bigcirc$		
3	Is there a recognisable demand in potential international target markets?	$\otimes$ $\bigcirc$ $\bigcirc$		
4	Do you notice additional market opportunities for your company?	$\otimes$ $\bigcirc$ $\bigcirc$		
5	Does your company have a stable return on sales and a free cash flow?	$\otimes$ $\bigcirc$ $\bigcirc$		
6	Do you currently have a flexible business model that enables adaptation to economic and cultural characteristics in international markets?	8 O C	) () ()	
	Organisational Factors			
7	Is there clarity about the range of possible organisational structures that can be implemented in your future foreign market?	$\otimes$ $\circ$ $\circ$	) () ()	
8	Are all of your IT systems, software solutions, etc. entirely applicable for international business processes?	800		

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9	Do you already use a proven risk management system in your company?	:	0	0	0	ଞ			
	Financial Factors								
10	Are there adequate financial margins to shoulder your foreign investment over the next few years?		$\bigcirc$	$\bigcirc$	0	ଷ			
11	Does your company have a sufficient equity ratio? (market average at least 50%)	$\odot$	$\bigcirc$	$\bigcirc$	$\bigcirc$	ଷ			
12	Do you have access to long-term funding sources?		$\bigcirc$	$\bigcirc$	$\bigcirc$	3			
	Human Factors								
13	Do you have sufficient human resources in your headquarter which can deal with a new project "Internationalization"?	$\odot$	$\bigcirc$	0	0	8			
14	Have you provided appropriate management capacities with international experience?	$\odot$	$\bigcirc$	$\bigcirc$	$\bigcirc$	3			
15	Do you have the necessary tax and legal expertise in international business transactions?	$\odot$	$\bigcirc$	$\bigcirc$	0	3			
16	Do you have sufficiently fluent language skills (contractual level) according to your potential target markets?	$\odot$	0	0	$\bigcirc$	ଞ			



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	Market-relevant Factors						
17	Have you already made your target market selection taking into account all opportunities and risks?	$\approx$	$\bigcirc$	$\bigcirc$	0	69	
18	To what extent do you have information on local framework conditions in your target market/s?		$\bigcirc$	$\bigcirc$	$\bigcirc$	69	
19	Have you prepared detailed market analyses (size, structure, barriers, specifics, etc.) of your potential new markets as a basis for your prioritisation?	$\odot$	$\bigcirc$	$\bigcirc$	$\bigcirc$	69	
20	Are you familiar with the country-specific needs of your customers/customer groups in the new market?	:	$\bigcirc$	$\bigcirc$	$\bigcirc$	8	
21	Do you have knowledge of and experience with the main cultural values and circumstances of your foreign market and are they compatible with your corporate identity?	::	0	$\bigcirc$	$\bigcirc$	ଞ	
22	Have you worked out analyses of your competitors in the respective target markets?		$\bigcirc$	$\bigcirc$	0	69	
23	Can all necessary analyses and evaluations be carried out within your own company?	:	$\bigcirc$	$\bigcirc$	$\bigcirc$	3	
24	Do you already have first business partners or join networks within your target market? (e.g. sales, technology, suppliers,)		$\bigcirc$	$\bigcirc$	$\bigcirc$	69	
25	Have you already performed an initial market exploration trip?	::	$\bigcirc$	$\bigcirc$	$\bigcirc$	69	

Are there any questions left? We will be happy to help. Please contact us directly at office@business-routes.com