

International Expansion Readiness Self Assessment



AIM International

AEUSA International Marketing (AIM)
25408 SE 28th St. Sammamish, Washington 98075 USA
Tel. 1-425-208-5430 www.aimcorpinternational.com

Whether you have an ingenious application that solves complex new business challenges or a smart add-on that simply improves individuals' productivity; expanding your business internationally can dramatically accelerate your growth.

Despite the diversity and complexity of entering foreign markets, there are a few fundamental steps that must be taken before starting your international expansion journey. Use the following questionnaire to assess your readiness.

PLEASE EMAIL YOUR COMPLETED ASSESSMENTS TO:

paulsolski@aimcorpinternational.com

WHAT BUSINESS CHALLENGE(S) DOES YOUR SOLUTION ADDRESS?

Consider what are the needs for your solution.

WHAT IS THE VALUE PROPOSITION TO CUSTOMERS?

Consider the end user customer and how would they justify purchasing your solution based on a return on investment.

WHAT IS YOUR IDEAL CUSTOMER PROFILE?

Consider the type and size of company. Consider their vertical industry focus. Consider the individual roles within an organization your solution will appeal to. Consider the budget required and customers' time to get a return on investment.

DO YOU HAVE AT LEAST THREE BRAND NAME CUSTOMER REFERENCES? WHO ARE THEY? Consider how recognizable your reference customers are in the international market and are they of a size and complexity that desirable customers would relate to?



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WHAT ARE YOUR SOLUTION'S KEY DIFFERENTIATORS?

Consider your top three competitors and identify how your solution differentiates in the way it addresses customers' business challenges.

IS YOUR SOLUTION IN COMMERCIAL USE?

Is it a finished product that is ready to be sold and supported?

IS YOUR PRODUCT INTERNATIONALIZED AND LOCALIZED?

Does your product effectively deal with language, currency, date and decimal formats? Does it deal with colloquial terms and cultural expectations? Does it comply with local laws and business practices?

HAVE YOUR SALES TO DATE BEEN PROFITABLE? WHAT IS THE MARGIN ON ACTUAL SALES MADE? Consider the cost of goods, cost of sales, cost of implementation and support. How long is the sales cycle?

DO YOU PLAN TO SELL INTERNATIONALLY DIRECTLY OR THROUGH PARTNERS? WHY?

Consider which business model is more applicable to your solution and target customers.

HAVE YOU DEVELOPED A BUSINESS CASE FOR PARTNERS?

Consider what would motivate a reseller partner to commit resources to sell your solution. What margins can partners make? What services can they provide?

HOW DO YOU PLAN TO DELIVER SUPPORT?

Consider time-zones, availability of personnel, infrastructure and costs.

HAVE YOU DEVELOPED AN INTERNATIONAL BUSINESS PLAN?

If so, what is your expected investment in the first year, your expected sales and margin on sales? What is the three year return on investment?

Investment: _____

Sales: _____

Margin: _____

Three Year ROI: _____

WHEN DO YOU PLAN TO GET STARTED ON YOUR INTERNATIONAL EXPANSION?
