



## CUSTOMIZED SERVICES FORM

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ 9-Digit Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Company Web-site Address: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Type of business:

manufacturer \_\_\_\_\_ representative/distributor \_\_\_\_\_  
export trading company \_\_\_\_\_ service provider \_\_\_\_\_  
other (please describe) \_\_\_\_\_

Total Sales: \$ \_\_\_\_\_ % of Sales from Exporting: \_\_\_\_\_ Total Years Exporting: \_\_\_\_\_

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### PRODUCT INFORMATION/READINESS

1. Product or service you wish to export: \_\_\_\_\_

2. Describe your product/service's benefits and unique features: \_\_\_\_\_  
\_\_\_\_\_

3. a. If your company does not manufacture the product you wish to export, please provide name of manufacturer and location of headquarters: \_\_\_\_\_  
\_\_\_\_\_

b. If not the manufacturer, does your firm have documented export rights to product?

\_\_\_\_\_ Yes \_\_\_\_\_ No

c. If export rights are limited to a number of countries, please list: \_\_\_\_\_

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4. a. Is the company's product sourced/produced entirely in the United States?

Yes  No

b. If part of the product is source/produced outside the United States, does U.S. content represent at least 51% of the value of the finished product?

Yes  No

5. Does the product require any special technical support or after-sales service?

Yes  No

6. Please list the end users and/or industries in which the product is used: \_\_\_\_\_

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7. Is your company willing to modify its product to meet foreign standards (i.e. metric system, CE mark compliance with foreign government regulatory agencies, etc.)?

Yes  No

8. a. Does the product have patent/trademark/copyright registration in the United States?

Yes  No

b. Will patent/trademark/copyright protection abroad be necessary for the product?

Yes  No

9. Can the company promptly fill any new export orders from its present inventory?

Yes  No

10. Is your company ISO 9000 registered?

Yes  No

11. If your company is working towards certification, in what year will this be completed? \_\_\_\_\_

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### **EXPORT OBJECTIVE/RESOURCES:**

1. Firm's objective to export (choose all that apply):

Increase sales and profits

Sell excess inventory

Gain global market share

Meet foreign competition

- Reduce dependence on existing domestic markets
- Absorb excess capacity
- Stabilize market fluctuations
- Other: (explain) \_\_\_\_\_

2. How would you describe your firm's top management commitment to supporting export activities?

- Very important
- Somewhat important
- Will respond to unsolicited export orders but will not actively pursue export markets
- Not important

3. Does your firm have a domestic marketing plan?

- Yes
- No

4. Does your firm have an international marketing plan?

- Yes
- No

If no, does your company need assistance developing one?

- Yes
- No

5. What are the company's international sales objectives for the next 3 years (as percentage of total sales)?

Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

6. What prompted your company to export?

- Contacted by overseas buyer
- Via the Internet
- Overseas trade show lead
- Referral
- Assistance from the U.S. Dept. of Commerce or other State agency
- Other (explain) \_\_\_\_\_

7. How is your company planning to develop sales in target markets?

Obtain list of potential direct purchasers/direct mail campaigns

Via the Internet

Identify agent/distributors

Exhibit at trade shows

Participate in trade mission

Place ad in trade journals in target market(s)

Travel and meet with potential business contacts

Other (explain) \_\_\_\_\_

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## DISTRIBUTION CHANNELS

1. What domestic channels of distribution does your company employ?

Agent     Dealer     Distributor     Catalog/Mail Order/Direct Mail

Direct     Independent Representative     Other     Franchise

2. If currently exporting, what are your company's international channels of distribution?

Agent     Dealer     Distributor     Catalog

Direct     Independent Representative     Other     Franchise

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## PROMOTIONAL METHODS

1. What promotional methods does your company use domestically:

Advertising (trade journals, etc.)

Trade Shows (list) \_\_\_\_\_

\_\_\_\_\_

Direct marketing

Telemarketing

E-Commerce

- Franchising
- Other (explain) \_\_\_\_\_

2. What promotional methods does your company use overseas:

- Advertising (trade journals, etc.)
- Trade Shows (list event and country) \_\_\_\_\_  
\_\_\_\_\_
- Direct marketing
- Telemarketing
- E-Commerce
- Franchising
- Other (explain) \_\_\_\_\_

### **ASSISTANCE NEEDED**

1. What assistance are you seeking from the Commercial Service?

- Export training
- Development of an international marketing plan
- Information on best markets to target
- Industry specific market research
- Other (explain) \_\_\_\_\_
- Trade leads
- Identification of potential business partners:
  - Direct buyers
  - Agents/distributors
- Setting-up appointments overseas
- Identifying relevant trade shows/events overseas
- Background checks on potential business partners
- Advocacy (when bidding on government tenders overseas)

3. What questions or export marketing issues would your company like to discuss with an International Trade Specialist?

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4. Please provide any additional information that your firm believes the Commercial Service should be aware of to fully understand your company and its requirements.

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*Your satisfaction is our top priority. Please inform us of any questions or concerns and we will work quickly and effectively to meet your needs.*

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The U.S. Commercial Service **Customer Care Hotline** is available for you to call toll free Monday through Friday, 9:00 AM to 6:00 PM EST at **1-866-482-8111**, or e-mail to [CSHotline@mail.doc.gov](mailto:CSHotline@mail.doc.gov)

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