

## Organization Questions

### **Organization Types:**

Client Organization  
Associate organizations  
Division or Subsidiaries  
Ownership/Parent Organization  
Bank

### **Data:**

Number of employees  
Ownership percentage  
Securities Exchange Commission affiliation/reporting  
Organization description  
Annual sales  
Percent of revenue generated through exports  
Year organization established  
Federal Tax ID number or EIN  
Trade License Number  
NAICS code/category  
HS code  
IRS waiver form  
ISO 9000 registered  
TQM/Six Sigma certified  
Working towards certification  
Anticipated year to complete certification  
Product/service description  
Preferred business language  
Foreign-language speaking staff  
Staff with applicable qualifications to work on foreign enterprise projects  
Chamber registration number  
Safety record  
Financial data information  
Capital structure  
Countries in which sales are made in order of importance  
Under which state's law is your organization organized  
Is your company register with the state or Commonwealth and provide name  
Duns and Bradstreet number  
Not counting your profit margin, what percent of the cost to your foreign buyer derives from US sources  
Agreement concerning bribery and corporate policy prohibiting bribery  
Certification  
Who are your major competitors  
List the most important end-users or end-user industries for this product  
Export Control Classification Code  
Does the product require any special technical support or after-sales service  
Is your company willing to modify its product to meet foreign standards  
Does the product have patent/trademark/copyright registration  
Describe product/service competitive advantages, unique selling proposition, applications, and unique features that differentiate your product from competition

Is product/service currently being sold in US  
Benefits/unique features  
US good provided by your company  
List name and location of other companies  
US services provided by your company  
What is your organization's primary function the XXX industry  
If you don't manufacture the product, provide name and location of manufacturers' headquarters  
If not manufacturer, does your firm have documented sales or distribution authorization for the product  
Please list end-users and/or industries that use this product  
Will patent/trademark/copyright protection abroad be necessary  
Can the company promptly fill any new export orders from its present inventory  
How is your product typically distributed and marketed in the US and other countries  
Product/service wishing to export  
Is the company's product sourced/produced entirely in the US?  
Does US content represent at least 51% of the value of the finished product?  
How would you describe your firm's top management commitment to supporting export activities?  
Does your firm have a US marketing plan?  
If no, does your company need help developing one?  
What are the company's international sales objectives for the next 3 years (as % of total sales)  
What prompted your company to export?  
How is your company planning to develop sales in target markets?  
What domestic channels of distribution does you company employ?  
Number of employees whose jobs are attributable to exporting:  
Export stats: Year, total sales, export sales, percent exports to total sales, income from licensing agreements.  
Name key exporting problems  
Name factors that could inhibit international sales of your company or company's products/services.  
What specific innovations can you offer to foreign enterprise?  
Trade references (name/product, country, year, volume)  
If export rights are limited to a number of countries, please list countries.  
Referral OIO, ODO, IBP, Trade Missions, Partner, CS Event  
Under which state's laws is your organization organized  
Are you the rights holder or do you have the legal right to sell or distribute the export for which you are asking for assistance in the foreign market or markets in question?  
Provide relevant industrial economic sector(s)  
Provide overall economic value of the project or transaction  
Value and detailed description of all projected US export content

States from which the projected US export content will be sources

How will this project/transaction affect the environment?

Type of educational institution

Total number of undergraduate/graduate students

Accrediting body

Number of international students on campus

Number of international students from the country of interest

List degrees offered

Brief description of your educational institution

Describe the programs/degrees and any unique programs or characteristics

Do you have the following available for international students (check all that apply)

Minimum TOFEL score required

Do you accept IELTS?

Do you have an international marketing plan?

What international marketing and promotional methods have you used?

Have you ever participated in any of the following CS services (check all that apply)?

What type of contacts are you seeking (check all that apply)?

Describe any preferences, qualifications, servicing capabilities, requirements, or pre-qualifications that ideal prospects must have, such as English language ability, etc.

Please List any specific educational institutions, associations, agents, etc., that you would like us to contact.

Please List any specific educational institutions, associations, agents, etc., that we should not contact.

If setting up an overseas campus, please describe the financial benefits to the US.

Is your institution seeking representation on an exclusive basis in this market?

Do you have an exclusive arrangement with your current partner?

Is your representative aware that you are seeking additional representation?

Desired Locations/Cities

Additional Services (please note any other assistance that would be required)

If academia, please check which best describes you: Faculty/Business; Faculty/Education; Faculty/Other; Student/Business; Student/Education; Student/Other

**Exporter Types**

New-to-exporting

New-to-market

Increase-to-market

Exporting Experience/Information

Number of years exporting

Products exported

Annual exports (% of total sales)

Novice, Intermediate, Successful

Countries exporting to (please provide the names of the countries to which you exported and the approximate dollar value of the organization's worldwide exports for the last two calendar years)

Countries of interest

Does the product/service to be exported require any special technical support of after-sales service?

**Marketing Client Types**

US exporters

Researcher

Student

General population

Have you inquired about IP requirements in foreign markets?

Which international distribution channels does your company currently use?

Provide additional information that CS should be aware of to fully understand your company and its requirements.

Are there specific export issues that you would like to discuss?

Not counting your profit margin, what percent of the cost to your foreign buyer derives from US sources?

Does the product/service to be exported require any special technical support of after-sales service?

Do you have access to capital and can that money be dedicated to developing market share in one or more foreign countries?

Do you have enough excess capacity to handle foreign sales orders?

Do you have the resources in your company to learn about and comply with US export controls, foreign government import controls, foreign government regulations, and foreign cultural and business norms?

Have you exported in the past two years and, if so, was it based on a deliberate plan or strategy?

Company Export Profile

How did you learn about this program?

What promotional methods does your company use domestically?

What type(s) of information were you looking for when visiting Export.gov

How would you rate the overall usability of Export.gov?

How would you change or improve the site?

What enhancements would make it more useful?

Did you know that you could sign-up for e-mail updates from Export.gov?

Have you signed-up for any of our e-mail updates?

How would you rate the overall usefulness of our e-mail updates?

How could we make our e-mail updates more useful to you?

How did you find out about this event: e-mail, media; printed press; website; other

Do you have (foreign language)-speaking staff members with applicable qualifications that could work on foreign enterprise projects

Other services or activities

US goods provided by your company

What markets/product categories does your organization represent or plan to represent in the (industry name) industry? Consumer Electronics: Audio; Emerging Technology; Automotive Electronics; Entertainment/Content; Computer Hardware & Software; Connected Home; Lifestyle Electronics, Content Distribution; Telecomm./Infrastructure; Digital Health and Fitness; Video; Digital Imaging/Photography; Wireless & Wireless Devices; Electronic Gaming; Other (Industry category names and subcategories selected via radio buttons change based on industry)

What is your organization's primary function in the (industry name) industry?

Consumer Electronics: Buying Organization; Government; Services; Industry

Organization; IT/MIS; Finance & Investment (Organization primary functions, category names and subcategories selected via radio buttons change based on industry)

Associated Companies/Division or Subsidiaries

What markets/product categories does your organization represent or plan to represent in the (industry name) industry? Consumer Electronics: Audio; Emerging Technology; Automotive Electronics; Entertainment/Content; Computer Hardware & Software; Connected Home; Lifestyle Electronics, Content Distribution; Telecomm./Infrastructure; Digital Health and Fitness; Video; Digital Imaging/Photography; Wireless & Wireless Devices; Electronic Gaming; Other (Industry category names and subcategories selected via radio buttons change based on industry)

What is your organization's primary function in the (industry name) industry? Consumer Electronics: Buying Organization; Government; Services; Industry Organization; IT/MIS; Finance & Investment (Organization primary functions, category names and subcategories selected via radio buttons change based on industry)

Trade license number

BSP categories

Additional BSP listings

Authorization of overseas post to disclose name of client to the target company/individual

Organization's objective

Product/service wishing to import

What type of business contacts are you seeking?

Is your firm seeking representation on an exclusive basis in this market?

Describe any preference, technical qualifications, servicing capabilities, requirements, or pre-qualifications that ideal prospects must have.

Describe any special features of your company's operations, interests or objectives in the target market that can help us identify potential business partners.

Is your company represented in the country/region?

If yes, is this arrangement exclusive?

Is your representative/partner aware you are seeking additional representation?

List the most important end-users or end-user industries for this product

How is your product typically distributed and marketed in other countries?

Firms' objective to import: (Choose all that apply)

What is the outcome or result you expect to accomplish by working with CS?

What new markets are you targeting to expand future sales?

List priority countries of most importance to you.

For each market you have selected above, please specify questions/topics you would like to discuss with the Commercial Specialists

The U.S Commercial Service has offices at US Embassies/Consulates in 82 countries. Can we be of assistance in any other markets?

Are there any specific companies, or types of companies, you would like us to contact? If so, please name them.

Are there specific companies you would not like us to contact? If so, please name them.

If applicable, please provide the necessary contact information of your current representative/partner:

Short Business Service Provider Description

Complete Business Service Provider Description

Description of company/products/services/objectives

Benefits/unique features

If you do not manufacture the product, provide name and location of manufacturer's headquarters

If not the manufacturer, does your firm have documented sales or distribution authorization for the product?

Please list end users and/or industries that use this product

Describe product/services competitive advantages, unique selling proposition, applications, and unique features that differentiate your product from competition.

Who are your major competitors?

List the most important end-users or end-user industries for this product

HS Code

Import Control Classification Code

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

Is your company willing to modify its product to meet foreign standards?

Does the product have patent/trademark/copyright registration?

Will patent/trademark/copyright protection abroad be necessary?

Can the company promptly fill any new import orders from its present inventory?

Number of years importing

Challenged, Mixed effective, effective

Have you previously tried to import from the U.S.?

Are you looking for representation in <country>?

Does the product/service to be exported require any special technical support or after-sales service?

Discuss Intellectual Property:

Which international distribution channels does your company currently use?

Provide additional information that CS should be aware of to fully understand your company and its requirements

Are there specific import issues that you would like to discuss?

How would you describe your firm's top management commitment to supporting import activities?

Does your firm have an international marketing plan?

If no, does your company need help developing one?

What are the company's international sales objectives for the next 3 years (as % of total sales)

What prompted your company to import?

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

Name factors that could inhibit international sales of your company

What specific innovations can you offer to (foreign enterprise)?

Trade references (name/product, country, year, volume)

If import rights are limited to a number of countries, please list countries

How did you learn about this program?

What promotional methods does your company use domestically?

What type(s) of information were you looking for when visiting Export.gov

How would you rate the overall usability of Export.gov

How would you change or improve the site? What enhancements would make it more useful?

Did you know that you could sign up for e-mail updates from Export.gov?

Have you signed up for any of our e-mail updates?

How would you rate the overall usefulness of our e-mail updates?

How could we make our e-mail updates more useful to you?

How effective is your company with the following activities: Conducting market research; developing business plans; marketing/selling internationally/ finding business partners; protecting intellectual property; ensuring compliance with US or foreign laws; managing payment/financing; shipping/preparing export documentation; ensuring sufficient production capacity.