Evaluation of Internationalization Requirements

The following questionnaire contains characteristics that are considered essential prerequisites for successful internationalization. Mark how well the characteristics apply to your company. It is important that you comment on all points.

The possible answers range from 1 (not applicable), 2 (not applicable), 3 (average accurate), 4 (mostly accurate) to 5 (completely accurate).

Internationalization requirements	**Assessments**				
The company's workforce is international	1	2	3	4	5
The executives used to work abroad or for international companies	1	2	3	4	5
The managers already have contacts with customers, partners and/or sales agents abroad	1	2	3	4	5
The company is able to meet delivery dates	1	2	3	4	5
The company has the opportunity to increase sales by several times in a short period of time	1	2	3	4	5
The company can provide the funds necessary to build up the foreign business	1	2	3	4	5
The staff have sufficient foreign language skills	1	2	3	4	5
The company can adapt its market services to different internationalneeds	1	2	3	4	5
The company knows how to market its market services internationally	1	2	3	4	5
The company wants to grow	1	2	3	4	5
Internationalization is a strategic intention for the company	1	2	3	4	5
The company is oriented towards long-term goals	1	2	3	4	5
Investors are willing to take risks	1	2	3	4	5
The company is ready to invest capital in internationalization	1	2	3	4	5
The company can cope with setbacks in international business	1	2	3	4	5
The staff is ready to carry out the foreign assignments necessary for export	1	2	3	4	5
The management is willing to invest time in building up foreign markets	1	2	3	4	5
Management can spend time abroad without the home business suffering	1	2	3	4	5
The company can clearly stand out in an international comparison with its market performance	1	2	3	4	5

The company is one step ahead of the international competition	1	2	3	4	5
The prices are in a comparable range internationally	1	2	3	4	5
The company can protect its competitive advantage through patents, secrecy or further development	1	2	3	4	5
The competitive advantages are effective in the long term	1	2	3	4	5
Market performance meets long-term stable needs	1	2	3	4	5
The market performance has proven itself in the domestic market	1	2	3	4	5
Market performance no longer has teething problems	1	2	3	4	5
It is rare that market services have to be improved	1	2	3	4	5
In the domestic market, a lot of know-how is available for the creation of market services	1	2	3	4	5
Demand for market services is particularly challenging in the domestic market	1	2	3	4	5
In the domestic market, there is intense competition among service-providers	1	2	3	4	5
The customer benefit from the market services can be explained easily	1	2	3	4	5
Market services can be easily transported abroad	1	2	3	4	5
The foreign customers are willing to come to the domestic market in order to obtain the market services	1	2	3	4	5
The needs for market services are identical worldwide	1	2	3	4	5
Market performance is culture-independent	1	2	3	4	5
Market services do not have to be adapted to different international standards	1	2	3	4	5

Check whether you have assessed all the characteristics and combine the ticked characteristics to form a strengths and weaknesses profile.

Take a closer look at the characteristics that you have rated 1 or 2 and look for ways to improve your company's internationalization requirements in those areas. Internationalization success depends not so much on the average of the characteristics assessed, but on critical weaknesses that hinder internationalization.