

GLOBAL CITIES INITIATIVE

A JOINT PROJECT OF BROOKINGS AND JPMORGAN CHASE

EXPORT PLANNING

METROPOLITAN AREA EXPORT MARKET ASSESSMENT | SAMPLE BUSINESS INTERVIEW FORM

Company Name

Contact Name and Title (Please attach business card to form)

Note: The information each company provides is confidential. The responses will be used as qualitative input for the regional market assessment, and no individual comments or data will be released without permission.

A. COMPANY INFORMATION

1. Please provide a brief description of your company (regional employment, revenues, products, services, history, operations in this region).
2. Please describe your product life cycle, from raw material to product to customer.
3. Describe your primary customer profile(s). Who are your key suppliers and where are they located? Who is currently your best partner (e.g. distributor, retailer, etc.) to reach customers?
4. What are the three biggest challenges to your business right now?
5. Do you have operations in US cities outside this metro area? If so, where? Does your company have a foreign parent? If so, where is it located (city, country)?
6. Does your company currently have operations based overseas? If so, where (city, country) and what are their functions?

B. REGIONAL ECONOMIC DEVELOPMENT

7. How would you characterize the region's overall economic development efforts (public-private partnerships, programs, organizations, services, vision, etc.)?
8. What do you believe the top economic development priorities should be to foster economic growth in this metro area over the next decade?

C. EXPORTS

9. Does your office/plant located in this metro area currently export products and/or services to foreign markets (sell goods or services to a foreign based company/person or to your subsidiary abroad)?
If the answer to question 9 is "No," please proceed to question 18.
10. What percent of your company's overall sales do exports represent? Are your exports growing (if so, by how much)? Please specify year.
11. To what markets (nations) do you export? What percent of sales can be attributed to each of your company's top 5 export markets? Please specify year.
12. Why did you choose those markets? How and when did you initially enter those markets?
13. How difficult or easy was the process of entering foreign markets? What obstacles did you face? Please describe.

14. Have you received export support from a for-profit export services or global logistics company? If so, which programs or services? How would you describe your experience?
15. Have you received export financing from a public entity? If yes, with whom and how would you describe your experience? If no, please explain your reason.
16. (After asking this in an open-ended manner, please ask the company if they have had issues related to the following):

a. lack of financing	b. issues with insurance	c. problems with the contract
d. no distributors	e. problems with shipping	f. theft of property
g. currency issues	h. problems with authorities	i. issues with customs authorities
j. product copying	k. issues communicating with business partners	
l. staff or resources at your company or abroad to implement		
17. Does your firm have plans to expand into new export markets? If so, when? Where? Please explain.
Please proceed to question 23.

D. FIRMS THAT DO NOT CURRENTLY EXPORT

18. Do you plan to export your products and services to foreign markets (sell goods or services to a foreign based company/person or to your subsidiary abroad) at some point in the near future?
If the answer to question 18 is "No," please proceed to question 23.
19. What is driving your interest in expanding into exporting? What opportunities do you see?
20. Which foreign markets are you considering and why?
21. What obstacles do you face in considering exporting? What are the internal company obstacles? Company culture for exporting? What are the major risks?
22. Do you have issues finding the workforce you need to expand? Do workforce issues in this region limit your ability to grow through exports?

E. ALL INTERVIEWEES

23. Have you worked closely with any of the government or nonprofit export services providers in the region? If so, for what services? How would you describe your experience? Do you believe there is value in these services for a firm like yours?
 24. Only 1 percent of US firms export. Why do you think the US figure is so low?
 25. How could federal/state/local government help you to export more or begin exporting?
 26. If you were crafting the region's export plan, what would be your top three priorities to grow exports? If you were to talk to local leaders (e.g., mayors and other leaders), what would you recommend they do to help firms like yours to export more/start exporting?
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