

# GLOBAL CITIES INITIATIVE

A JOINT PROJECT OF BROOKINGS AND JPMORGAN CHASE

## EXPORT PLANNING

### METROPOLITAN AREA EXPORT MARKET ASSESSMENT | SAMPLE BUSINESS SURVEY

This template is based on the Minneapolis-St. Paul metropolitan area's business survey, designed by the Minnesota Trade Office. Modified versions of this survey have been used by numerous metro areas. Typically the survey is hosted through a service such as SurveyMonkey.

**Notes:**

- Logic directions are included with the relevant questions.
- Most questions are not required. A few are required for logic or for gathering basic information.
- Only questions that appear for all clients are numbered.

## INTRODUCTION

The Minnesota Trade Office (MTO) at the Department of Employment and Economic Development (DEED), the Brookings Institution Metropolitan Policy Program and numerous regional partners are collaborating to develop a customized export plan for the Minneapolis-St. Paul metropolitan area.

We are pleased to report that the Twin Cities Region was one of four metropolitan areas selected by the Brookings Institution to pilot this initiative, called the MSP Export Initiative.

This survey is a key first step toward this effort and will collect information from selected Minnesota companies about their exporting activity, the export-related challenges they face, and the policy and measures that they think could encourage further export growth.

This short survey will take no more than 5 to 10 minutes of your time. Your feedback will contribute to the development of a more effective export plan for Twin Cities businesses.

**Please note:**

- The information you provide is confidential.
- The responses will be aggregated and no individual comments or data will be released.
- Click on "Next" at the bottom of each page and "Submit" at the bottom of the last page to register your responses.

If you have any questions about the survey, please contact \_\_\_\_\_.

***Thank you in advance for your help!***

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**Please click "Next" to begin the survey.**

## COMPANY INFORMATION [PAGE 2]

### 1.) Where is this company located? *\*[required]*

- ☐ Anoka County
- ☐ Carver County
- ☐ Chisago County
- ☐ Dakota County
- ☐ Hennepin County
- ☐ Isanti County
- ☐ Ramsey County
- ☐ Scott County
- ☐ Sherburne County
- ☐ Washington County
- ☐ Wright County
- ☐ Other Minnesota county
- ☐ Outside Minnesota

### 2.) How many employees worked at this Minnesota location in 2010? *\*[required]*

- ☐ None
- ☐ 1-10
- ☐ 11-25
- ☐ 26-100
- ☐ 101-250
- ☐ 251-500
- ☐ More than 500

### 3.) Describe your company's exporting activity - where exporting is defined as selling goods or services (including intellectual property rights) to a company, person or to your company's subsidiary or parent located in a foreign country. Select all that apply.

- ☐ My company does not export
- ☐ Exports of goods
- ☐ Exports of services

**IF Q3= "EXPORTS OF GOODS", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Does your company export a final product that it produced (i.e. your company is not a distributor, supplier of intermediate inputs, etc.)?**

- ☐ Yes
- ☐ No → If Q3 "Exports of services" is NOT checked, go to page 5

**(i.e. full conditions are: Q3 = "Exports of goods", "Does your company export a final product" = "No", and Q3 "Exports of services" is NOT checked, then go to page 5)**

**IF Q3 = "MY COMPANY DOES NOT EXPORT", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **What are the reasons for that your company does not export? Select all that apply.**

- ☐ Product/service cannot be exported
- ☐ Enough business from my local/state/regional market
- ☐ Operations (workforce, equipment, employment) are already at capacity
- ☐ Lack of financing
- ☐ More interested in expanding within the U.S.
- ☐ Do not know what to do to export
- ☐ Other (please specify):

**IF Q3 = "MY COMPANY DOES NOT EXPORT", GO TO PAGE 5**

## EXPORT MARKETS AND DESCRIPTION [PAGE 3]

► **What are your top 5 export markets (countries)? *\*[required]***

Country #1: \_\_\_\_\_  
Country #2: \_\_\_\_\_  
Country #3: \_\_\_\_\_  
Country #4: \_\_\_\_\_  
Country #5: \_\_\_\_\_

► **What are the main reasons that your company exports to these countries? Select all that apply.**

- ☐ Direct sales (exports) opportunities
- ☐ Company or contact in foreign country selected my company
- ☐ Prior relationship or previous experience with companies or contacts in these countries
- ☐ Distributors in these countries
- ☐ Established partnership with foreign company in these countries
- ☐ English language market
- ☐ Proximity to the U.S.
- ☐ Similar business environment to the U.S.
- ☐ Stable political/economic environment
- ☐ Other. Please Specify:

**IF Q3= "EXPORTS OF GOODS" AND "DOES YOUR COMPANY EXPORT A FINAL PRODUCT?"="YES", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Please specify the industries of your exported goods. Select all that apply. *\*[required]***

- ☐ Agriculture
- ☐ Mining
- ☐ Chemicals
- ☐ Computers and Electronics
- ☐ Electrical Machinery
- ☐ Food
- ☐ Machinery
- ☐ Medical Devices
- ☐ Petroleum and Coal, Related Products
- ☐ Plastics, Rubber
- ☐ Transportation Equipment
- ☐ Other Manufacturing (other than above)
- ☐ Other

**IF Q3= "EXPORTS OF SERVICES", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Please specify the industries of your exported services. Select all that apply. *\*[required]***

- ☐ Travel and tourism
- ☐ Freight and port/airport services
- ☐ Intellectual property rights (fees from franchise fees, trademarks etc.)
- ☐ Education
- ☐ Financial services
- ☐ Insurance services
- ☐ Telecommunications
- ☐ Business, Professional, Technical services
- ☐ Other (please specify):

## EXPORT VALUE [PAGE 4]

► **What was the value of your company's exports in 2010? *\*[required]***

- ☐ Less than \$50,000
- ☐ \$50,001 to \$250,000
- ☐ \$100,001 to \$250,000
- ☐ \$250,001-\$1,000,000
- ☐ \$1,000,001-\$10,000,000
- ☐ \$10,000,001-\$25,000,000
- ☐ \$25,000,001-\$100,000,000
- ☐ More than \$25 million
- ☐ Don't Know

► **Exports account for what percentage of total sales? *\*[required]***

- ☐ 0%-5%
- ☐ 6%-10%
- ☐ 11%-15%
- ☐ 16%-20%
- ☐ 21%-25%
- ☐ More than 25%
- ☐ Don't Know

► **What percentage of total export sales can be attributed to your top 5 export markets?**

- Country #1: \_\_\_\_\_%
- Country #2: \_\_\_\_\_%
- Country #3: \_\_\_\_\_%
- Country #4: \_\_\_\_\_%
- Country #5: \_\_\_\_\_%

**THIS QUESTION DYNAMICALLY GENERATES A LISTING OF THE COUNTRIES PROVIDED IN THE FIRST QUESTION OF PAGE 3 (I.E. PIPES ANSWERS OF FIRST QUESTION ON PAGE 3 INTO THIS QUESTION)**

**THERE IS A PLACE FOR PUTTING IN % DISTRIBUTION**

**VALIDATION: TOTAL CANNOT EXCEED 100% (BUT IT IS NOT REQUIRED THAT THE SUM BE 100%)**

## EXPANSION INTO NEW MARKETS, EXPORTING CHALLENGES [PAGE 5]

### 4.) Does your firm have plans to export into a new country market...

	Yes	No	Not Sure
In 2011?			
During the next four years?			

**IF PREVIOUS QUESTION HAS AT LEAST ONE "YES", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

#### ► Please list the new markets to which you plan to export.

Country #1: \_\_\_\_\_

Country #2: \_\_\_\_\_

Country #3: \_\_\_\_\_

**THE NEXT QUESTION HAS VALIDATION, ALLOWING A MAXIMUM OF 5 SELECTIONS AND A MINIMUM OF 0 SELECTIONS**

### 5.) What are the five most significant challenges faced by your company when exporting or considering new export markets? Select up to five (5).

- ☐ Export financing
- ☐ Global sales contracts, contract negotiation
- ☐ Global advertising, marketing, distribution
- ☐ Transportation costs
- ☐ U.S. export control laws, regulatory compliance, licensing, inspections, tariffs
- ☐ Difficulty in obtaining U.S. entrance visas for visitors
- ☐ Protection of intellectual property rights
- ☐ Foreign import control laws, regulatory compliance, inspections, tariffs
- ☐ Foreign government regulations/policies
- ☐ Foreign government support programs
- ☐ Exchange rate fluctuations
- ☐ Customs clearance
- ☐ Language and cultural barriers
- ☐ Knowledge of foreign markets
- ☐ Small scale production (general operations)
- ☐ Working capital financing (general operations)
- ☐ Other (please specify): \_\_\_\_\_

### 6.) Does your company currently have locations outside the United States (such as overseas subsidiaries, distribution centers, sales offices, etc.)?

- ☐ Yes
- ☐ No
- ☐ Don't Know

## EXPORT-RELATED ASSISTANCE [PAGE 6]

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### 7.) Have you received any export-related assistance from government or non-profit providers?

- ☐ Yes
- ☐ No
- ☐ Don't Know

**IF Q7="YES", THE NEXT THREE QUESTIONS ARE SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Which organization(s) have you consulted? Select all that apply.**

- ☐ State-level agency focused on trade or export development (e.g. Minnesota Trade Office)
- ☐ Non-profit association or organization focused on trade or international business issues (e.g. state Export District Councils, MGTA)
- ☐ Small Business Administration (SBA), including Small Business Development Centers (SBDC)
- ☐ U.S. Commercial Service
- ☐ Government export financing agency (e.g. Ex-Im Bank)
- ☐ Other

► **Rate the export-related services you received from the government or non-profit providers.**

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Poor
- ☐ No Opinion

► **Have you received export financing from a government or non-profit entity?**

- ☐ Yes
- ☐ No
- ☐ Don't Know

**IF PREVIOUS QUESTION (ON EXPORT FINANCING):**

**ANSWER= "YES", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Which organization(s) provided export financing to your company?**

**ANSWER = "NO", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **What were the reasons your company did not receive export financing? Select all that apply.**

- ☐ Did not apply for export financing from a public/government entity.
- ☐ Public entity did not have funds for export financing.
- ☐ Could not find a lender associated with the public entity to accept my loan application.
- ☐ Company had insufficient collateral.
- ☐ Business revenue was too low.
- ☐ Company did not qualify (was not eligible) under the stated criteria.
- ☐ Process and paperwork were too complicated.
- ☐ Other (please specify):

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### 8.) Have you received any export-related assistance from private (for-profit) providers?

- ☐ Yes
- ☐ No
- ☐ Don't Know

**IF Q8 = "YES", THIS NEXT QUESTION IS SHOWN (OTHERWISE HIDDEN BY DEFAULT)**

► **Rate the export-related services you received from the private (for profit) providers.**

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Poor
- ☐ No Opinion

## EXPORT PROMOTION POLICY AND MEASURES [PAGE 7]

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**9.) How could federal/state/local government help your company begin exporting, increase exports, or export to new country markets? *Select all that apply.***

- ☐ Export-related training workshops
- ☐ Export-related training workshops targeted at new-to-export and/or small/medium business
- ☐ Events such as trade shows, conferences etc. focused on matching/introducing new-to-export businesses with prospective foreign business partners
- ☐ Export-related mentorship programs and networking opportunities for new-to-export and/or small/medium businesses
- ☐ High-profile export development trade missions to other countries, led by industry and/or trade associations, governments
- ☐ More export financing programs that target small/medium businesses or new-to-export businesses
- ☐ Streamline/reduce export-related government paperwork and procedures
- ☐ Well-defined state or national export promotion strategy
- ☐ More free trade deals
- ☐ Workforce development programs
- ☐ Better ports and airports
- ☐ Reduce taxes/government overhead
- ☐ Other (please specify):

## THANK YOU!

Thank you for taking our survey. Your response is very important to us and will help us develop a more effective metropolitan export plan to benefit the Twin Cities economy and its businesses.

For more information about export-related assistance, please visit the [Minnesota Trade Office's](#) website.