 Export Advancement Programme Application

**About your company**

Your name :

Company name :

Company registration number (CIPC) :

Company address :

How many years have you been operational? :

What is your annual turnover range for your sales? :

How many employees do you have? :

Briefly describe what products / services your business delivers to the South African market

Why do you feel your products / services have done well locally or what do you believe your competitive advantage is?

Have you ever applied for financing to support your export ambitions?

Tick the box next to the applicable range

Write in the number of staff permanent / seasonal / temporary staff

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| R0 - R1 million |  | R1 - R2million |  | R2 - 4.5 million |  | More than R4.5 million  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Permanent:  |  | Seasonal: |  | Temporary:  |

Tick the box next tor the applicable funding

|  |  |  |  |
| --- | --- | --- | --- |
| Never | Private Sector / Banking institutions/Lender | Public Sector  | International(Grants, Development funding, Philanthropic) |

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| Wesgro Service Assessment (If you are uncertain of your response, tick “No”) |
| **Section 1 Strategy, planning****and administration** | Do you have a written mission statement and do all your employees understand it?(Vision, mission, core values, code of conduct and value system) | Yes | No | Comment: |
| Do you have a written business plan spanning 12 to 24 months?(Monitor implementation of sales forecasts, production plans, financial targets, aspect of HR and people development) | Yes | No | Comment:  |
| Do you have an effective management structure?(Documented organisation structure, lines of communication, escalations, delegation of authority , performance management and written job roles) | Yes | No | Comment:  |
| Is your company registered and legally incorporated?(Correctly registered as closed corporation, public company, limited company, trust or partnership. Furthermore, are you registered for company tax and do you have a valid tax clearance certificate?) | Yes | No | Comment:  |
| **Section 2 Marketing** | Do you have a marketing strategy and detailed plan for your local market? (Marketing mix: product, price, place and promotion) | Yes | No | Comment:  |
| Did you have a value / selling proposition for your products / services? (Clearly demonstrate value for potential clients, testimonials, case studies, references, awards and achievements) | Yes | No | Comment:  |
| Do you have detailed costing to motivate pricing for products / services? (Pricing policy, understand profit margins and confidently conduct pricing negotiation) | Yes | No | Comment:  |
| Have you developed branding and marketing material?(Sales presentations, promotional material, brochures, labelling, packaging and ingredient specifications) | Yes | No | Comment:  |
| Do you or your employees have any experience in exporting? (Knowledge about intricacies of international trade along with country and sector specific experience) | Yes | No | Comment:  |
| **Section 3****Export growth and responsive- ness** | Are you able to increase your production / service delivery at short notice? (Are currently managing production capacity, resource usages, quality assurance effectively, to allow you to increase production/delivery by 30-40% within 2 -3) months. | Yes | No | Comment:  |
| Do you have dedicated staff to handle international queries quickly and professionally?Professional handling of international queries, quotes, supplying product/ser- vice specifications, complaint handling and providing company information) | Yes | No | Comment:  |
| Do you subscribe to international standards for quality, safety and development?(General: ISO-quality, health and safety and SABS. Food safety: Agri. Prod. Std (APS act), HACCP, ISO 22000 and grading. Developmental: fair trade labelling organisation(FLO), fair trade marks, CSI and community outreach) | Yes | No | Comment:  |

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| WESGRO Service Assessment Continued |
| **Section 4****Export markets and opportunities** | Do you have good, reliable information about foreign markets?(Country demographics, stability, growth rates, disposable income, demand, market analysis, competition and trends) | Yes | No | Comment: |
| Do you have a market entry plan for your product / service?(Direct exporting, franchising, licencing, channel agents, distributors, wholesalers and / or niche) | Yes | No | Comment: |
| Are you aware of trade mission, international trade shows, inward buying delegations and events? | Yes | No | Comment: |
| Do you have access to reliable leads, interested parties or have you already secured an international order? | Yes | No | Comment: |
| **Section 5****Export infrastructure, distribution and logistics** | Do you have foreign representation for your products / services? (Reliable intermediaries, resellers, joint-ventures, agents, distributors or channels) | Yes | No | Comment: |
| Do you have access to reliable resident partners / suppliers?(Your bank’s trade support services, corresponding banks, access to buyer’s credit reports. Also, resident trade development liaisons and translators) | Yes | No | Comment: |
| Have you identified the most efficient way to move goods and people? (Freight forwarders, clearing agents, bonded warehouse, cold storage, document transfer, customs and exercise, travel agents) | Yes | No | Comment: |
| Can you resolve logistic issues and unforeseen incidents expediently? (Dealing with port authorities, border control authorities, disputes with tariffs codes and rebates) | Yes | No | Comment: |
| Do you have experience negotiating contracts, export trade terms, conditions and insurance?(Contracts of carriage / incoterms, customs tariff codes, rebates and duties) | Yes | No | Comment: |
| **Section 6 Export legal** | Do you have experience with dispute resolution?(Arbitration, mediations, late / non-payment, damaged goods, cancellations, breach of contracts and awareness of international law) | Yes | No | Comment: |
| Are you aware of country-specific import barriers?(Tariff and non-tariff, technical, quality barriers, protectionist activity, genetically modified, embargos, quotas, international tax, international money movement restrictions) | Yes | No | Comment: |
| Have you considered intellectual property protection?(Trademark, designs, patents or copyrights and processes for registration or do you know if you are infringing) | Yes | No | Comment: |
| Do you prepare fair and representative financial reports? (Including a balance sheet, profit / loss statement and explanatory notes. Certified and audited depending on type of company) | Yes | No | Comment: |
| **Section 7****Export finance and investment** | Do you have an efficient internal accounting system(s)(Producing monthly financial performance reports and cash flow overviews) | Yes | No | Comment: |
| Do you know your financial and credit risks and are you mitigating them? (Open accounts, forward contracts, options, futures, factoring, forfaiting, exchanges rates fluctuation, hedging. Products: Letters of credit ) | Yes | No | Comment: |
| Are you aware of the DTI incentive schemes and export-support funding options? | Yes | No | Comment: |