

## Checklist: Requirements for internationalization

Capabilities	Experience	The company's workforce is internationally diverse	1	2	3	4	5
		Managers have previously worked abroad or for international companies	1	2	3	4	5
		Managers already have contacts with customers, partners, and/or sales agents abroad	1	2	3	4	5
	Resources	The company can meet delivery deadlines	1	2	3	4	5
		The company can increase sales volume in a short period	1	2	3	4	5
		The company has the funds required to develop the foreign business	1	2	3	4	5
	Know-how	Employees have sufficient knowledge of foreign languages	1	2	3	4	5
		The company can adapt its products to different international needs	1	2	3	4	5
		The company knows how to market its products internationally	1	2	3	4	5
Commitment	Willingness to expand	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 focused on long-term goals	1	2	3	4	5
	Willingness to take risks	The company's investors are willing to take risks	1	2	3	4	5
		The company is prepared to invest capital in internationalization	1	2	3	4	5
		The company can cope with setbacks in international business	1	2	3	4	5
	Operational readiness	Personnel are prepared to carry out the foreign assignments required for exporting	1	2	3	4	5
		Management is prepared to invest time in developing foreign markets	1	2	3	4	5
		Management can spend time abroad without the home business suffering as a result	1	2	3	4	5

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Competitiveness	Differentiation	The company's market performance clearly sets it apart in international comparisons	1	2	3	4	5
		The company is one step ahead of international competition	1	2	3	4	5
		The company's prices are within a comparable range internationally	1	2	3	4	5
	Sustainability	The company can protect its competitive advantage through patents, secrecy, or further development	1	2	3	4	5
		The company's competitive advantages are effective in the long term	1	2	3	4	5
		The market services meet stable long-term requirements	1	2	3	4	5
	Maturity level	The market services have proven themselves in the domestic market	1	2	3	4	5
		Market performance no longer faces any initial challenges	1	2	3	4	5
		The company's products rarely need to be reworked	1	2	3	4	5