**Student Checklist for Investigate the Exporting Potential of a Business**

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| **Section to be completed** | **Notes** | **Completed (Yes/No)** |
| Choose a **business / product** |  |  |
| Plan your **investigation** |  |  |
| Choose **country** of destination and explain |  |  |
| Collect evidence of **cultural intelligence** |  |  |
| Decide which mode of **transport** is to be used |  |  |
| Decide how the product is to be **distributed** |  |  |
| Decide on the possible **finance options**  |  |  |
| State how the business will deal with **intellectual property issues** |  |  |
| State how the business will deal with **compliance** |  |  |
| State how the business will deal with **jurisdiction** issues |  |  |
| Does the potential trading country have a **trade agreement** with NZ |  |  |
| Collect evidence of **exchange rates** |  |  |
| Contact **NZ business** |  |  |
| Contact **overseas business/ agent** |  |  |
| **Evaluate** potential – referring to evidence collected above |  |  |