

# Market Assessment Checklist

Country Name: \_\_\_\_\_

Use the notes column to track specific details.

A score of 1 to 5 in each “Score” column will assist with comparing potential markets.

| Criteria   | Notes | Score |
|--|-------|-------|
|  |       |       |
| <b><i>Demographics/Basic Country Characteristics</i></b>   |       |       |
| Population: Size, Growth                                   |       |       |
| Population: % Urban/Rural                                  |       |       |
| Population: % women, % under 18                            |       |       |
| Climate/Geography  |       |       |
| Distance from U.S.: Ease to Visit Market                   |       |       |
|  |       |       |
| <b><i>Politics</i></b>                                     |       |       |
| Political System/Ideology                                  |       |       |
| Political Stability  |       |       |
| Laws/Attitudes Regarding International Trade/Imports       |       |       |
| Economic Plans/Stability/Development                       |       |       |
| Quality and Stability of Relationship with U.S. Government |       |       |
|  |       |       |
| <b><i>Economy</i></b>                                      |       |       |
| Growth: GDP, per capita income                             |       |       |
| Dependency on/Role of Foreign Trade                        |       |       |
| Currency: Stability, Controls, Availability                |       |       |
| Personal Expenditure: Disposable Income, Spending Patterns |       |       |
| Banking: Finance, International Payments                   |       |       |
|  |       |       |
| <b><i>Society</i></b>                                      |       |       |
| Changing Demographics                                      |       |       |
| Literacy/Education   |       |       |
| Family Size/Composition                                    |       |       |
| % Employed and % Females Employed                          |       |       |
| Cultural/Societal/Religious Values                         |       |       |
| Language   |       |       |
|  |       |       |
| <b><i>Market</i></b>                                       |       |       |
| Tariffs/Quotas   |       |       |
| Non-tariff Barriers  |       |       |

|   |  |  |
|---|--|--|
| Preferential Trade Agreements/WTO   |  |  |
| Import Regulations  |  |  |
| Documentation and Certification   |  |  |
| Patent, Trademark, Antitrust and Advertising Laws                                 |  |  |
| Cultural Business Practices   |  |  |
|   |  |  |
| <b><i>Product</i></b>   |  |  |
| Quantity/Value/Trends of Import of Product  |  |  |
| Customer Need/Desire to Purchase  |  |  |
| Customer Acceptance of Product  |  |  |
| Local Competition   |  |  |
| Competition from Imports  |  |  |
| Consumer Acceptance of Imports  |  |  |
| Product Formula, Contents, Reformulation  |  |  |
| Measuring Systems   |  |  |
| Packaging   |  |  |
| Labeling  |  |  |
| Pricing   |  |  |
|   |  |  |
| <b><i>Shipping</i></b>  |  |  |
| Options/Availability  |  |  |
| Shipping Rates  |  |  |
|   |  |  |
| <b><i>Channels of Distribution</i></b>  |  |  |
| Import Channels   |  |  |
| Distribution Channels   |  |  |
| Need in-country agent?  |  |  |
| Infrastructure: Communication   |  |  |
| Infrastructure: Transportation, Storage   |  |  |
| Media: Product Advertising  |  |  |
| Marketing Tie-Ins   |  |  |
| Other Sectors: HRI, Wholesale, Ingredients*                                       |  |  |
|   |  |  |
| <b><i>Marketing Opportunities</i></b>   |  |  |
| USDA-FAS In-Country Office  |  |  |
| State/Regional Trade Group/Industry Office or Support                             |  |  |
| Trade Shows, Missions and Events  |  |  |
| USDA-FAS Promotion Opportunities (Foreign Buyers List, Trade Leads, Buyer Alerts) |  |  |
| Local Industry/Importer Organizations   |  |  |

\* Worksheet largely assumes retail products. Products that target the ingredient, wholesale or hotel/restaurant/institution (HRI) industries would have additional considerations such as local manufacturing capacity, tourism, etc.