

# Export Catalyst

HealthcareUK



## Export Readiness Diagnostic

How ready are we for proactive international trade?

This exercise will provide a view on where your strengths lie, and how you may benefit from focus in certain areas to increase the saleability, scalability and success of your international trade journey.

Score each statement from zero to ten, with ten being most ready to export. Use the Export Readiness Checklists in the appendix to guide you.

### 1. Our Rationale

---

**Why is international trade important to us?** Score

Our mission calls on us to provide help to all who need it

We have considered the benefits for our internal and external shareholders

We have a well-understood financial plan to generate commercial income

Our resilience planning has accounted for the benefits that a more diverse customer group will provide

We want to expand the positive reputation of our organisation and the wider NHS, and we have thought about how to lever this

We have documented our rationale

Our rationale is widely communicated across the organisation

Comments/thoughts:

## 2. Our Proposition

---

What do we have to offer? Score  
How well developed and communicated is our offer?

We have identified clear areas of strength around which our proposition will be focused

We have a fully developed understanding of the features and benefits we offer

We have costing and pricing models/strategy

We have international Intellectual property protection in place

We have tested our proposition against the expectations and value preferences of potential customers overseas. We know what makes our offer special.

We understand the relative strengths and weaknesses of competitive propositions. We know what makes us different.

We communicate our proposition very effectively to overseas markets with consideration to cultural and linguistic differences

- Via our website
- Through emails and correspondence
- Through social media
- In our presentations

We have documented our proposition

Comments/thoughts:

### 3. Our Target Overseas Market(s)

---

Which overseas market(s) offer us the best opportunities?

Score

We have considered a range of potential overseas markets, using a systematic approach

We have researched markets in line with our offer

We have selected priority overseas markets

We have international Intellectual property protection in place

Our selection is based on an analysis of *market potential* and our *ability to access the market*, taking account of:

- Political factors
- Economic factors
- Societal factors
- Technological factors
- Legal factors
- Environmental factors
- Our strengths
- Our weaknesses
- The opportunity
- Any threats

We have visited our priority markets with a structured investigation

We are active and developing satisfactorily in our selected priority overseas markets

We have documented our approach to market prioritisation

Comments/thoughts:

## 4. Our Resources

---

How well equipped are we to generate business and deliver to customers?

Score

The mind-set of our organisation is aligned with our aspirations for international trade

The Board has an effective written strategic commitment to international trade

We have a commercial resource with the time and focus to take our international trade forward

They have an agreed budget to develop international trade

They have all the skills they need

We have the resources and collateral in place and available to deliver our product/service

We have documented our resource strategy

Comments/thoughts:

## 5. Our Route to Market/Business Model

---

Do we have a business model which is sustainable and profitable?

Score

We understand the strategic options available to us

We have evaluated our strategic options

We have agreed a clear route to market/business model

Our business model takes account of our resource strengths and weaknesses

- Skills and knowledge, including market knowledge
- Finance
- Capacity
- Understanding who our customer is, and what they want

- Understanding our customer's knowledge of us, and of our offer
- Understanding how we will be reimbursed
- Consideration of how we will create a *saleable* proposition
- Consideration of how we will create a *scalable* proposition

Our business model takes account of market preferences

- Regulatory requirements
- Fiscal issues
- Cultural expectation
- Ease of doing business

We have documented our route to market/business model

Comments/thoughts:

## 6. Our Route to Market/Business Model

---

How well do we understand the characteristics we are looking for in a partner and how we will manage the relationship?

Score

We have identified partnership (UK- or overseas-based) as an element in our strategy

We understand how to identify potential partners

We have a commercial resource with the time and focus to take our international trade forward

We have a process for assessing capacity, capability and commitment

We understand the legalities of partnership contracts

We are effective at managing partnerships

We have documented our approach to partner selection

Comments/thoughts: