

# CHECKLIST - IS MY BUSINESS EXPORT READY?

If you think your business is export ready, answer the following questions:

- Is your business established in the domestic market?
- Do you have a good level of domestic distribution and do you have a successful domestic marketing strategy?
- Do you offer booking confirmation online or via email with a 24-hour turnaround time?
- Have you thoroughly researched the international markets to establish where your product fits?
- Do you clearly understand the differing needs of international markets compared with domestic markets?
- Do you understand the concept of commissions and nett rates and offer commissionable rate to trade partners such as ITOs, OTAs, wholesalers and retail travel agents?
- Do you have an active quality assurance program to ensure your product maintains a high standard? E.g Qualmark