

## Ten-step final roll-out checklist

1. You completed the New Export Market Toolkit Comments/next course of action:	YES	NO
2. You have a suitable product for the new export market Comments/next course of action:	YES	NO
3. You have adapted or checked your product for the new export market Comments/next course of action:	YES	NO
4. You have decided on your export strategy for the new export market Comments/next course of action:	YES	NO
5. You have sales projections and budget in place for the next 12 months Comments/next course of action:	YES	NO
6. You are aware of packaging and labelling requirements for the new export market Comments/next course of action:	YES	NO
7. You have created a communication plan for customer engagement Comments/next course of action:	YES	NO
8. You have a localisation strategy for your website, marketing materials and product information sheets Comments/next course of action:	YES	NO
9. You have formed contacts on the ground Comments/next course of action:	YES	NO
10. You are aware of the VAT and other tax related regulations of the new market Comments/next course of action:	YES	NO