



**FREE EXPORT-READINESS CHECKLIST**

# 10 questions to answer before entering the U.S. market

A practical 10-minute exercise for manufacturers and B2B exporters.

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Before spending on inventory, distribution or a U.S. team, use these questions to identify your most important assumptions.

**No meeting required. Free to download.**



QUESTIONS 1-5

# Check your U.S. readiness

## 01 Do we know exactly who buys our product?

Describe the U.S. buyer, their problem, the decision-maker, and a credible reason to switch or try your offer.

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## 02 Which U.S. market should we test first?

Choose a specific state, region or buyer niche. Avoid treating the entire United States as a single market.

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## 03 Which route to market fits our economics?

Compare importer, distributor, agent, direct B2B and online channels; note who holds inventory and sells.

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## 04 Does our landed cost leave enough margin?

Model product cost, freight, duties, handling, channel margins and a sensible contingency.

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## 05 Are we ready for applicable rules?

Map product-specific labeling, customs, FDA or other agency requirements with qualified advisers where necessary.

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QUESTIONS 6-10

## Check your U.S. readiness

**06 Can we fulfill a first order reliably?**

Check production capacity, lead time, shelf life where relevant, packaging and replacement/returns processes.

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**07 Do our sales materials help U.S. buyers decide?**

Prepare clear product specifications, proof points, pricing assumptions and commercial terms.

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**08 How will we evaluate a distributor?**

Compare geographic coverage, relevant accounts, category fit, financial reliability and reporting expectations.

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**09 What will we track during outreach?**

Measure researched accounts, qualified replies, samples, meetings, pipeline and actual orders - not vanity metrics.

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**10 What is our 90-day test-and-learn plan?**

Name an owner, budget, test segment, weekly actions, decision milestones and reasons to pivot or stop.

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# Your first action plan

Score one point for each question you can answer with evidence, not assumptions.

**0-3**

## **Build the foundations**

Clarify your buyer, channel and landed-cost model first.

**4-7**

## **Close the gaps**

Prioritize the two or three highest-risk questions.

**8-10**

## **Test with discipline**

Use a focused 90-day commercial test, not an uncontrolled rollout.

## **Need a structured next step?**

Brightway U.S. Market Entry Toolkit combines 12 planning modules with decision frameworks and an Excel workbook. Self-service digital bundle: \$149 one-time.

**[brightwayventuresgroup.com/us-market-entry-toolkit](https://brightwayventuresgroup.com/us-market-entry-toolkit)**

Educational resource only; not legal, tax, customs or regulatory advice. Confirm product-specific requirements with qualified professionals.