



Company:  
Contact Name & Position:  
Address:  
Phone & Mobile:  
NAICS Code:  
HS Code:  
Email:  
Website:

### **COMPANY BACKGROUND**

1. When was your company formed, and with what objectives in mind? What is your company's mission?
2. Type of company - manufacturer, distributor, service provider?
3. What presence (offices, facilities, operations) does your company have outside of Maryland?

### **PRODUCT / SERVICE OVERVIEW**

1. Please provide a brief overview of your company's product / service offering. If possible please attach a pdf of your product/service brochure.
2. Who uses your company's product / service offering and why?
3. Does your product have/require any specific approvals or certifications in the home market, or abroad (e.g. CE Approval)?

### **UNIQUE SELLING PROPOSITION**

1. What really distinguishes you from your competitors? What are the key advantages that make your product/service stand out from the rest?
2. What would you say to engage a potential channel/strategic partner? Why should they talk to you?

### **ROUTE-TO-MARKET**

1. What are the various sales channels (direct to end user, via agents, resellers, distributors, etc) through which your product / service reaches both domestic and international customers?



### **COMPETITIVE LANDSCAPE**

1. Who are your domestic competitors?
2. Who are your international competitors?
3. What substitution products / services do you also compete with?

### **INTERNATIONAL EXPERIENCE**

1. What percentage of your sales is from exports? Which countries?

### **TARGET MARKETS**

1. Why are you targeting this country?
2. Has any market research been done in the country for your product or service?
3. Do you have any past or present partners in this country?
4. Do you have other partners in this region? If so, please who and where.

### **IDEAL PARTNER**

1. What kind of partnership are you seeking in the country (distributor, agent, etc.)?
2. Do you have any prerequisites on the ideal size of partner you seek (number of employees, turnover, regional or national coverage, etc.)?
3. What other attributes does your ideal partner need to have?
4. What related or complementary products/services might the partner currently sell?
5. In which sectors should potential partners operate?
6. Are there any companies that should we NOT contact on your behalf? Why?



**Maryland**

DEPARTMENT OF COMMERCE