

T2.1.1. Create a company specific tick box sheet criteria checklist with tick boxes (and signatures) from the criteria document [T 2.1.1 Set of criteria to ensure that participant SMEs have potential / capability](#)

## T 2.1.1 Company Specific Criteria Checklist

Data Gathering: Potential SME / E-Channel Partner

### Checklist

1. Background Information - information known or presumed before or at first contact

1.1	Company name	
1.2	Company address	
1.3	Sector	
1.4	Website	
1.5	Do they look like an SME (this will be confirmed by the SME in phase 2)	
1.6	Are they based in the <b>France Channel England</b> designated area?	
1.7	Growth Scope	



To qualify for the E-Channel Project, an SME must be in the blue France Channel England (FCE) Zone.

## 2. Business Situation

This first assessment conducted face to face/telephone/video conference - explains more about the project and gathers further information from the company on the softer aspects of the project participation.

<b>2.1</b>	Meeting Participants E-Channel Name and contact	
<b>2.2</b>	Meeting Participants SME Name and contact	
<b>2.3</b>	SME Main contact details	
<b>2.4</b>	Name of Managing Director/ Owner	
<b>2.5</b>	Explanation of the purpose of the meeting - script needed	
<b>2.6</b>	De Minimis- What if any support has your company received (financial, soft services) in recent years? What sources of public/private funding has the company accessed?	

2.7	SME declaration. In order to qualify for SME funding you need to confirm you are eligible.	
2.8	<b>BACKGROUND STORY</b> Background story of the company asked through an interview guide (To develop an understanding of the business (model) of the SME: products, markets, people etc)	
2.8.1	<b>PRODUCT RANGE</b>  What does your company sell? How large is the inventory? Does it manufacture its own products or resell others? What would you consider to be a strong product for your company? What would you consider to be a weak product?	
2.8.2	<b>BUSINESS PLAN</b>  Do you have a business plan? How often is the business plan updated? Can we see it?	
2.8.3	<b>BUSINESS SIZE AND CAPACITY</b>  How many people do you employ? What do they do? Is there a designated person available to work on the project?	
2.8.4	<b>BUSINESS HISTORY</b>  How long has the business been in existence or been trading?	
2.8.5	<b>BUSINESS FINANCIAL POSITION</b> What is the approximate turnover of the company? Is it profitable?	
2.8.6	<b>BUSINESS ASPIRATIONS REF NEW MARKETS</b> What is the reason the company is looking for expansion to new markets?	
2.8.7	<b>CURRENT KNOWN PRODUCT OPPORTUNITIES</b>	

	What was the product turnover last month of your key ranges - offline and online?	
2.8.8	<b>CURRENT KNOWN CUSTOMER SEGMENTATION</b> How many customers have bought from you? How many customers bought from you last month? How many customers could buy from you?	

2.8.9 What is the current status of the company?

A good way to describe a business trend is to say that some companies are expanding, some companies are stabilized and some companies are "in recession". Which of these three BEST describes the trend of your company?

OK on a similar level some people might describe a business as being "highly innovative" while others might describe it as being only marginally innovative or even traditional. Which of these best describes your business - highly innovative, innovative or traditional?

Finally would you say your business is "highly competitive", slightly competitive or not very competitive?

**DG - I will ask this question immediately following sign up**

e.g. Growth, opportunities, priorities, resources

Trend (pick one)		Innovation (pick one)		Competition (pick one)	
	expanding		highly innovative		highly competitive
	stabilized		Innovative		slightly competitive
	in recession		traditional		low competition

2.9	<b>CURRENT KNOWN NEW MARKET STRATEGIES</b> What is the company's current perspective for new markets, what is their knowledge of new market growth, why do they want to do it.	
2.9.1	<b>CURRENT NEW MARKET PLANNING</b> Are you planning to grow in the near future? Are you planning to go international in the near	

	future? Why? What is your motivation? Have you already identified any international target markets? Which one for which products/services? Specify the product market combinations and highlight any examples they provide What problems do they expect in new markets? (eg delivery, payments, culture, language, supply chain) Are you thinking of developing new products for the new market or selling what you already have How will you use technology to help enter this new market?	
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Having completed and published the questions from the initial assessment, the consultant then puts forward either a recommendation to onboard the SME into the project, to delay the onboarding until certain criteria is met or to reject the SME as unsuitable. This will be largely a subjective decision but all SME evaluations will be shared with the company employees so that good decisions are made.

### PANEL DECISION

THOUGHTS OF MS, NW and SS to go here as to whether they feel SME should be granted funding and whether we need any further information.

### Stage 3 - Sign UP

3.1	Company is sent a letter confirming their suitability to take part in the scheme and are asked to complete the declaration stating they are an SME, the de minimis forms and to confirm:
3.1.1	Would you like to take part in the E-Channel Project and become "Fit for New Market Entry"?
3.1.2	Would you like to take part in the E-Channel Project and work to our Consultancy Model over a designated 4 month timeframe?

Need standard form here for de minimis, to confirm SME status and to confirm they want to be involved in the project. Possibly also need passports, online signatures and need to say the right thing about INTERREG. This needs to be passed by Amadine.

### Stage 4 - Planning

For the ongoing monitoring stage of support, after / or at the end of the original 4 month interval, regarding the impact of actual New Market Entry / Internationalisation / Export activities of the supported SME.

4.1	The SME works with the consultant to develop a PLAN FOR NEW MARKET ENTRY. The plan is discussed and agreed with the consultant and then published by the consultant to the project. This plan should include: Have your New Market Entry / Internationalisation / Export activities increased your companies turnover. If so, by how much?
	What products are suitable to be placed in the new market? Produce a market segmentation graph with the customer
	What customers might buy these products? Can we identify different customer types?
	Looking at the products and the customers, how does the ANSOFF Matrix look in terms of risk?
	Having conducted a market assessment which products are going to be launched in the new market and what customers are they aimed at?
4.2	INVENTORY QUALITY AUDIT. The next stage involves the specific work to make the inventory suitable for new market entry. This is where the SME works with the consultant on the inventory tools so that by the end of this process the inventory is "ready for market". This might involve translation.
	Do you have an electronic spreadsheet of your current inventory and/or is it currently held within an E Commerce system
	What channels are you going to sell the inventory on? (show the possible channels that they SME might choose) In the UK this would be Google Organic, Google Shopping, Ebay and Amazon but might also be Lengow
	Using the DMCP tool make sure that the inventory achieves a 100% quality score for launching on each channel
4.3	PROFITABILITY AUDIT The next stage involves work to ensure items are sold at a profit for the company. This involves an assessment of specific costing circumstances in shipping to the new market.
	What delivery options are there to deliver to the new market. In particular what is the cheapest (and longest) option and what are the more expensive (and quickest options). Enter shipping costs into the Profits and Costs section of the DMCP
	What are the costs of payment methods or commissions for selling that product in that market. For example Amazon, Ebay, Lengow and some marketing companies might charge a commission per sale or charge a set fee for promotion. Enter the promotional and commission costs into the Profits and Costs section of the DMCP
4.4	MARKETING / SALES Assessment
	The company then starts to list products on marketplaces in the new market. There might be a range of activities here conducted entirely by the SME but they have to ensure that the DMCP can track sales and product views. generally the company will have an advertising budget to expose products on Google Shopping.

	The consultant checks on market entry that sales and product views are being tracked effectively by the DMCP by ensuring at least some product view data and some sales data is coming through.
	After one month the consultant conducts a first marketing/sales assessment with the SME showing them where the first ideas and opportunities for focused marketing are coming from. The DMCP has been set up to show the SME where these are. The SME chooses to act on or reject the opportunities being presented
	The SME continues to monitor the ideas and opportunities section of the DMCP and chooses to either act upon, defer or delete opportunities for the following 4 months.
4.5	BUSINESS GROWTH Assessment
	After four months the consultant has a business review with the SME to review business growth in the market place and to set a longer term plan. Thereafter the SME continues to use the DMCP to help assess market growth, profitability and react to new business opportunities.

## Consultant Wrap Up

5.1	<p>Consultant Report</p> <p>At the end of the project the consultant will write a report on each SME looking at initial planning, use of the DMCP and then business growth throughout the duration of the project. This will be an impact assessment, lessons learnt and include subjective and objective criteria such as volume of sales, effectiveness of the consultancy and overall mood for continued new market entry.</p>
5.2	<p><b>Protocol:</b> Are you happy to be mentioned by name by us in our project ?</p> <p>This will impact on how we write our own reports.</p>
5.3	<p>Will you publicise your participation in the E-Channel Project?</p> <p>Can we refer to you in our own publicity?</p>