

# Diagnostic Tools

on globalEDGE

## Diagnostic Tools - Extreme Value!

The interactive diagnostic tools are based on 20 years of international business operations, empirical research findings, and the experience of industry professionals.

**CORE** [*Company Readiness to Export*] will allow you to determine your company's readiness to expand its operations internationally and ascertain its ability to export a particular product.

**Partner** [*International Partner Selection*] is a tool that will assist you in evaluating and comparing a variety of potential international venture partners.

**Distributor** [*Foreign Distributor Selection*] is designed to aid your company in identifying the best distributor or agent to use (specific to your product and market characteristics) when moving into new markets.

**Freight** [*International Freight Forwarder Selection*] evaluates the compatibility of international freight forwarders with respect to your business type and shipping volume.

**GLOBE** [*Globalization Benchmark*] assesses the degree of globalization potential of your organization based on the business structure, leadership, culture, management processes, strategy, and information technology.

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