

Quickly assess and prioritize the overall potential for reaching these international opportunities.

Based on your estimated demand and total sales, you can estimate your potential gross international revenue.

Estimated % of US Market Size is an estimate based upon recent statistics—although believed to be accurate, you must verify these figures and/or update them before using them for any purpose.

Relative Demand refers to the percentage of the foreign market (compared to ours) interested in our products.

You provide your estimate of this figure—for example, for every 100 Americans, only 25 British would share a similar interest.

% Product Appropriate are the number of products in your product line that would have appeal in this foreign market.

Estimated Total Sales are calculated based upon the sales summary imported from the Sales Forecast worksheet.

Estimated Royalty is the percentage of revenue your company receives from the license of sales to/through your foreign partner

International Sales Priority

Priority by Profit PotentialCurrent Estimated U.S. Sales: **\$5,000,000**

Country	Estimated % of U.S. Market	Relative Demand	% Products Appropriate	Estimated Total Sales	Estimated Royalty	Estimated Gross International Revenue
Germany	10%	80%	90%	\$ 360,000	10%	\$ 36,000
Canada	10%	60%	90%	\$ 270,000	10%	\$ 27,000
France	10%	60%	90%	\$ 270,000	10%	\$ 27,000
Australia / New Zealand	7%	70%	90%	\$ 220,500	10%	\$ 22,050
U.K.	10%	25%	60%	\$ 75,000	25%	\$ 18,750
Benelux	5%	80%	90%	\$ 180,000	10%	\$ 18,000
Scandinavia	5%	80%	90%	\$ 180,000	10%	\$ 18,000
Mexico	2%	100%	90%	\$ 90,000	10%	\$ 9,000
South America	2%	100%	90%	\$ 90,000	10%	\$ 9,000
Japan	4%	50%	90%	\$ 90,000	10%	\$ 9,000
Italy	3%	50%	90%	\$ 67,500	10%	\$ 6,750
Hong Kong / Singapore	1%	100%	90%	\$ 45,000	10%	\$ 4,500
Spain	2%	50%	90%	\$ 45,000	10%	\$ 4,500
Russia	2%	50%	90%	\$ 45,000	10%	\$ 4,500
Brazil	2%	50%	90%	\$ 45,000	10%	\$ 4,500
South Africa	1%	10%	90%	\$ 4,500	10%	\$ 450
Total	76%			\$ 2,077,500		\$ 219,000

Should equal 1/3 total U.S. pretax profit.

Priority by Subjective Judgment

Based upon a 1-5 scale, with 5 being the most favorable, estimate the demand and ease of accomplishing the below tasks.

Localization and Penetration scores are based upon a 1-5 scale; with 5 being the most favorable.

Development Requirements/Costs were upgraded where countries could share material development (e.g. Mexico/S. America/Spain).

Country	Language	Demand NOW	Development Requirements	Localization Costs	Market Penetration	Subjective Priority
U.K.	English?	5	5	5	5	20
Canada	English/French	5	5	5	5	20
Australia / New Zealand	English	4	5	5	5	19
Germany	German	5	4	4	5	18
South Africa	English/Afrikaans	2	5	5	3	15
Mexico	Spanish	5	4	3	4	16
South America	Spanish/French	3	4	4	3	14
Hong Kong / Singapore	Mandarin	5	3	3	5	16
Spain	Spanish	3	4	4	3	14
France	French	3	4	3	3	13
Benelux	French/Flemish/English	3	3	3	4	13
Scandinavia		3	3	3	4	13
Russia	English/Russian	3	4	4	2	13
Italy	Italian	3	3	3	3	12
Brazil	Portuguese	3	4	3	2	12
Japan	Japanese	3	3	3	2	11