

Notation	-	-	-	+	++
1/L'ENTREPRISE					
Company characteristics					++
Company Strategy			+		
Company activity			+		
its constraints		-			
Problem management			+		
Sous-total			+		
Les finances de l'entreprise - note globale		-			
Own funds of the company			+		

Financial debts		-		
liquid assets	-			
Sous-total		-		
Développement commercial – note globale				
Knowledge of the current market			+	
Commercial organization				++
Information tools and communication			+	
IS and logistic			+	
Market intelligence			+	
Sous-total			+	
Les ressources humaines - note globale				++

Present functions in the company				++
Formation plan				++
Sous-total				++
2/ LE PROJET DE DÉVELOPPEMENT				
Caractéristiques du projet de développement à l'export Features of the export development project			+	
Knowledge of the target market			+	
Commercial proposition			+	
Equipe du projet de développement export Team project for the development			+	
Sous-total			+	

TOTAL GENERAL			+	
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