



New Jersey Business Survey

Opportunity to Participate in the New Jersey State Trade Expansion Program (NJ STEP)

The New Jersey Business Action Center, through its Office of International Business Development and Protocol, offers export assistance to eligible New Jersey businesses. The assistance is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

To determine your eligibility for NJ STEP and related services, please complete this initial survey and email to NJSTEP@treas.nj.gov . **NOTE: If you do not receive confirmation of receipt of your survey within three business days, please call the New Jersey Business Action Center at 866-534-7789.**

Contact Information:

Company Name: _____ EIN: _____

Owner/CEO/President: _____

Mailing Address _____

Street: _____

City: _____ State: _____ ZIP: _____ County: _____

Telephone: _____ Website: _____

Point of Contact: _____

Title: _____ Today's Date: _____

Email: _____ Telephone: _____

NAICS Code(s)¹: _____ HS Code(s): _____

¹ Please click this North American Industry Classification System link, at <http://www.census.gov/eos/www/naics/>, to determine your company's NAICS Code.

Company Information:

Are you a New Jersey small business as defined by the SBA? (Per 13CFR Part 121)²

² Please click this U.S. Small Business Administration link, at <https://www.sba.gov/tools/size-standards-tool>, to determine your company's status as a small business.

Is your company 51% or more owned and controlled by:

- Woman
- Veteran
- Service-Disabled Veteran
- African American
- Asian Pacific American
- Native American (American Indian, Eskimo, Aleut, Native Hawaiian)
- Hispanic American
- None of the Above

Has your company been in business for at least one year as of the date of this application?

Was your company profitable in the previous 12 months from the date of this application?

Does your company currently export products or services?

Has your company applied to the NJ STEP in the past?

Is your company affiliated with, related to, or owned by another company or companies as defined by the SBA in 13 CFR 121.130³?

³ Please click this SBA link, at https://www.sba.gov/sites/default/files/articles/affiliation_ver_03.pdf, to determine your company's affiliated or related status.

If the answer is Yes, please list the names of the companies here:

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STEP SURVEY-

1. Year Company Established: _____

2. Approximate Annual Revenue:

- <\$100,000 < \$500,000 < \$1M \$1M-\$5M \$5M-\$10M >\$10M

3. Current number of New Jersey Employees: Full Time: _____ Part Time: _____ Contract: _____

4. Brief description of your organization:

5. Does your product or service contain at least 51% U.S. content?

6. Which best describes your type of business: _____

7. Please indicate your primary industry: _____

8. Describe the product(s)/service(s) you seek to export including competitive advantages and unique selling proposition. Include applications and unique features that may differentiate your product(s)/service(s) from the competition:

9. Who are your major competitors at home and/or abroad?

10. Please describe typical buyers of your product(s)/service(s) (check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Industrial end users | <input type="checkbox"/> Distributors |
| <input type="checkbox"/> Retailers | <input type="checkbox"/> Wholesalers |
| <input type="checkbox"/> Subsidiaries/divisions | <input type="checkbox"/> Service providers |
| <input type="checkbox"/> Consumer End Users (B2C) | <input type="checkbox"/> All of the above |
| <input type="checkbox"/> Other: _____ | |

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STEP SURVEY-

11. What type of licensing or registration does your product require in the United States (and in other countries if applicable)?

12. Does your company currently have an Export Marketing Plan?

13. A. If you currently export, how long have you been exporting?

B. Please list current export markets and % of total sales to each:

Country/Region:	% of Total Sales
_____	_____ %
_____	_____ %
_____	_____ %

14. A. Are you actively attempting to market your products overseas?

B. If the answer to 14.A is Yes, please list up to three overseas markets your firm is marketing its products:

Country/Region:

15. Please identify those areas with which you may need assistance. (Examples: Export Marketing Plan, identifying buyers/distribution channels, product certifications, export finance training, participate in trade missions, participate in trade shows/exhibits, subscribe to gold key services from the U.S. Commercial Service, direction on how to translate website or collateral materials, etc.)

To submit your completed survey to the Office of International Business Development and Protocol, please email the form to NJSTEP@treas.nj.gov

Also, please remember to print a copy of this NJ STEP survey for your records and for further discussions related to the export promotion program.

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For further information about the NJ STEP, the Office of International Business Development and Protocol or related export assistance programs and services, please visit nistep.nj.gov or call the New Jersey Business Action Center at 866-534-7789

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