



New Jersey Business Survey

Opportunity to Participate in the 2017-2018 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 grant with the U.S. Small Business Administration and is available for export events from **September 30, 2017 - September 29, 2018**.

To apply for NJ STEP, New Jersey companies MUST complete and submit the following: Information Survey; Projected Return on Investment; Invoices and proofs of payment for the export activities of which NJ STEP support is being requested; Business Assistance or Incentive Clearance Certificate for the New Jersey Secretary of State; Register for a vendor number through NJSTART; U.S. SBA - Eligible Small Business Concern Form; and U.S. SBA - SF 1624 Form.

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: _____ DUNS #: _____

¹ Please click this [North American Industry Classification System link](http://www.census.gov/eos/www/naics/), 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](https://www.sba.gov/tools/size-standards-tool), 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
- Service-Disabled Veteran
- Asian Pacific American
- Hispanic American
- Veteran
- African American
- Native American (American Indian, Eskimo, Aleut, Native Hawaiian)
- 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](https://www.sba.gov/sites/default/files/articles/affiliation_ver_03.pdf), 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:

Funded in part through a grant with the U.S. Small Business Administration. 

NJ 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):

Industrial end users

Distributors

Retailers

Wholesalers

Subsidiaries/divisions

Service providers

Consumer End Users (B2C)

All of the above

Other: _____

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?

Funded in part through a grant with the U.S. Small Business Administration.



NJ STEP SURVEY-

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:	% 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:

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.)

16. The US Small Business Administration (SBA) would like to give eligible small business concerns the opportunity to expand your knowledge and resources of other programs that are offered by the agency. Please check the appropriate box if you would like for your company's name and contact information to be shared with other programs offered by SBA. Your choice to participate or not, will not change the status of your participation with STEP. SBA's aim is strictly to share information about other opportunities with you.

Yes No *(check either 'Yes' or 'No'.)*

Name	Date
Signature	Title

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

Please remember New Jersey companies MUST complete and submit the following: Information Survey; Projected Return on Investment; Invoices and proofs of payment for the export activities of which NJ STEP support is being requested; Business Assistance or Incentive Clearance Certificate for the New Jersey Secretary of State; Register for a vendor number through NJSTART; U.S. SBA - Eligible Small Business Concern Form; and U.S. SBA - SF 1624 Form. print a copy of this NJ STEP survey for your records and for further discussions related to the export promotion program.

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

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

Funded in part through a grant with the U.S. Small Business Administration.

