Diagnostic Tools

The Diagnostic Tools are online, interactive instruments designed to aid organizations in evaluating their international potential for a wide variety of growth opportunities. Through a series of simple, effective questions, each tool guides you through the process of determining your organization’s readiness for global ventures.

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**CORE™** is a self-assessment tool that will allow you to determine your company’s readiness to expand its operations internationally and ascertain its ability to export a particular product.

**PARTNER™** is an interactive tool that will assist you in evaluating and comparing a variety of potential international venture partners (also known as strategic alliances, collaborative ventures, and coalitions).

**DISTRIBUTOR™** is designed to aid your company in identifying the best distributor or agent to use specific to your product and market characteristics when opening up to new markets.

**FREIGHT™** evaluates the compatibility of international freight forwarders with your business.

Visit [globalEDGE.msu.edu/DiagnosticTools](http://globalEDGE.msu.edu/DiagnosticTools) for more information.