



KUUEZA SME EXPORT READINESS CHECKLIST 2026

SECTION 1: OPERATIONAL READINESS & COMPLIANCE

Goal: Ensuring the product is legally and physically ready for the US/Global market.

1. Administrative & Legal

- ☐ **Business Registration:** Do you have valid registration documents from your local authority? (e.g., Registrar General in Ghana or CAC in Nigeria)
- ☐ **Export License:** Is your business cleared for international trade by your national export promotion council?
- ☐ **Bank Account:** Is your account set up to receive international payments?

2. Quality & Certification

- ☐ **Standards Authority:** Does your product have a valid certificate from your national standards board? (GSA, NAFDAC, etc.)
- ☐ **FDA/International Compliance:** If you produce food or cosmetic products, do you have a valid regulatory certificate? (FDA, NAFDAC)
- ☐ **Phytosanitary Certificates:** (For agricultural products) Do you have valid health certificates?

3. Packaging & Labelling (The Critical Blockers)

- ☐ **No Foreign Contact Info:** Does your label visibly display product name, business addresses, and contact information in the appropriate language of the importing country?
- ☐ **Weight & Ingredients:** Are all measurements in both Metric and Imperial visible on your packaging? (e.g., grams and ounces)
- ☐ **Durability:** Is your outer packaging strong enough to withstand 14+ days of international transit and multiple handlings?
- ☐ **Sustainability:** Are your labels eco-friendly or considering eco-friendly labels?



SECTION 2: DIGITAL PRESENCE & SCALE

Goal: Ensuring the vendor can actually sell once the logistics are cleared.

4. Digital Storefront (Kuueza Dashboard)

- ☐ **High-Res Photos:** Do you have at least 3 photos per product with a clean, white background?
- ☐ **Compelling Descriptions:** Does your text explain the unique African story/benefit of your product?
- ☐ **Stock Levels:** Is your inventory count accurate on the dashboard to prevent "Out of Stock" cancellations?

5. Logistics & Pricing

- ☐ **Tariffs/Taxes:** Have you factored all taxes and international shipping costs into your final "Landing Price"?
- ☐ **Production Capacity:** Can you consistently produce towards a US distributor's bulk order?
- ☐ **HS Codes:** Do you know the Harmonized System code for your product to ensure correct customs clearing?

Ready to ship? Book a 1-on-1 Consultation with our Operations Team Email info@kuueza.com