

# New Jersey Business Survey

## Opportunity to Participate in the 2021-2022 New Jersey State Trade Expansion Program (NJ STEP)

The New Jersey Business Action Center, through its Office of Export Promotion, offers export assistance to eligible New Jersey businesses. The assistance is funded in part through a grant from the U.S. Small Business Administration and is available on a first come, first-served competitively awarded basis for export events from **September 30, 2021 through September 29, 2022.**

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:

Today's Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

EIN (required): \_\_\_\_\_

Owner/CEO/President: \_\_\_\_\_

Mailing Address  
Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ County: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

NAICS Code(s)<sup>1</sup> (required): \_\_\_\_\_

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

### SBA Criteria:

Are you a New Jersey small business as defined by the SBA? (Per 13CFR Part 121)<sup>2</sup>  Yes  No

<sup>2</sup> Please click this U.S. Small Business Administration link, at <http://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, or located in, the following (check all that apply)<sup>3</sup>:

- |   |   |
|---|---|
| <input type="checkbox"/> Women                  | <input type="checkbox"/> Socially and Economically Disadvantaged Individuals                |
| <input type="checkbox"/> Rural                  | <input type="checkbox"/> Veterans and/or Service-Connected Disabled Veterans                |
| <input type="checkbox"/> Asian Pacific American | <input type="checkbox"/> Native American (Americian Indian, Eskimo, Aleut, Native Hawaiian) |
| <input type="checkbox"/> Hispanic American      | <input type="checkbox"/> African American   |
|   | <input type="checkbox"/> None of the Above  |

<sup>3</sup> Please click this link, <https://nj.gov/state/bac/njstep.html>, for more information and definitions.

Has your company been in business for at least one year as of the date of this application?  Yes  No

Is your company affiliated with, related to, or owned by another company or companies as defined by the SBA in 13 CFR 121.130<sup>4</sup>?  Yes  No

<sup>4</sup> Please click this SBA link, at [https://www.sba.gov/sites/default/files/articles/affiliation\\_ver\\_03.pdf](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:

## NJ STEP Survey - Company Profile

1. Year Company Established:

2. Approximate Annual Revenue:

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

2a. Was your company profitable in the previous 12 months prior to the date of this application?     Yes     No

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?

Yes     No

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 you 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: _____             |  |

## NJ STEP Survey - Export Profile

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

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

Country:	% of Total Sales (100% Maximum)
	%
	%
	%

12. A. Are you actively marketing your products overseas?

Yes

No

B. If the answer to 12.A is Yes, please list up to three overseas countries where your firm is marketing its products:

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C. If the answer to 12.A is No, please list up to three overseas countries to which your firm is interested in marketing its products:

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13. Please identify areas of interest (select all that apply):

Trade Shows

Trade Missions

Translation

U.S. Commercial Services

Reverse Trade Missions

Export Workshops

14. The U.S. 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")

15. Buy American and Hire American<sup>5</sup>

All STEP grant recipients and clients are subject to monitor, enforce, and comply with, Buy American and Hire American Laws, to the extent they apply.

<sup>5</sup> Please click this link, <https://nj.gov/state/bac/njstep.html>, for more information.

I certify that to the best of my knowledge and belief, the information contained in my company's New Jersey Business Survey is true and accurate. Further, I am aware of pertinent state and federal laws and regulations including, but not limited to, Buy American and Hire American laws. Still further, I also understand and accept that in applying for this grant, the organization is agreeing to comply with all grant contractual and results reporting terms and conditions.

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Name

Date

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Signature

Title

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If you do not receive confirmation of receipt of your survey within three business days, please call the NJ BAC at 1-800-JERSEY-7.

For further information about the NJ STEP, the Office of Export Promotion, or related export assistance programs and services, please visit [nj.gov/state/bac/njstep.html](https://nj.gov/state/bac/njstep.html) or call the New Jersey Business Action Center at 1-800-JERSEY-7.