

- How do they sell, deliver and support their products in the market?
- How have they defined their market?
- What is their commitment to product development and product innovation?
- What is their management team like?
- Do they use a network of local suppliers and/or distributors?
- What other alliances do they have?
- Is their manufacturing part of a global manufacturing system?
- How well are they meeting the consumer's needs?

**Competing products (for significant products only)**

- What are the competing products?
  - product names and descriptions
- What are their features relative to Canadian offerings?
  - how are they alike
  - how are they differentiated
  - are they cheaper, better, quicker to market etc.
- What is their price in comparison with Canadian offerings (if this information is available)?
- What is the market share (if this is available)?