4.0

CONCLUSION AND RECOMMENDATIONS

Most participants were more interested in the content of the GMOR and less concerned about how it is presented. The "ideal" GMOR may not actually exist in hard copy form, but for many participants would exist in a database that they may access on-line at the time of their choosing. However, there are significant portions of the target group that would still like to deal in hard copy.

The Department should consider:

1. establishing a GMOR database accessible on-line; and,

2. ensure the information may be accessed by phone, fax or hard copy.

Many participants were unaware of a GMOR (until its evaluation when they were asked to participate in the research).

The Department should consider:

3. increasing its efforts to ensure that existing and potential exporters are made aware of the GMORs and other information from the Department.

Participants valued information such as market intelligence (e.g., contacts, leads, etc.), market demographics (market size, culture, etc.) and transactional information (credit terms, foreign banking) much more than other types of information. However, these tend to have a relatively short shelf life. Accurate and timely dissemination were important.

The Department should consider:

4. making the collection of this type of information a high priority;

5. ensuring the information is accurate; and,

6. ensuring as quick a turn-around time as possible.