

Size of sub-sectors

- What is the size of each sub-sector?
 - annual sales
 - percentage of the whole sector
 - percentage of market share/imports and exports

Trends and outlook

[In this section, trends which influence the outlook for the sub-sector and how business is done in the sub-sector should be identified. These trends can have either a positive, neutral or negative impact on the future of the industry. The user should endeavour to identify the ramifications — both the threats and the opportunities — which will result.]

- What are the trends?
 - growth patterns and demand outlook
 - technological impact
 - impact of government policies (if any), present and expected
 - rising consumerism
 - greening (environmental issues)
 - changing market requirements and product mix
 - ability to compete — e.g. out-sourcing and network development
 - industrial trends, vertical/horizontal development

Section C: Impact of Imports

[This section should address the feasibility of challenging the target country's domestic market from Canada. The point is to indicate what part of that market is served by imports as well as what factors affect the acceptance of imports and current trends in importing in the sector.]

Overall sector

- What are the volumes of imports in the sector?
 - by number of units
 - by value
- How do imports measure up as a percent of total market for the sector?
- What are the origins of imports by country, in percentage form?
 - focus on the top five to six countries
- What is the trade balance in this sector?
- What are the trends?
 - past, present and future

Imports by sub-sectors

[This section can be in several sub-sections.]

- What are the volume of imports for each sub-sector?
 - by number of units
 - by value
- How do imports measure up as a percent of total market for each sub-sector?