

1.2 Research Objectives

The main research objectives, as stated in the terms of reference were:

- to assess the opinions concerning the objectives and concept of the publication;
- to assess the current usefulness of the publication; and
- to determine the types of information which should be included in the publication in the future.

In addition to providing specific feedback on the publication, the study was used to provide the Department with strategic direction on the segmentation and needs of users with respect to the types of information in the publication, the positioning of the publication vis-à-vis these needs, the use of alternative sources of information (including personal contact), and the potential for positioning and new product development to best address these needs. Accordingly, the study incorporated the following objectives related to the strategic development of information products and services:

- to identify the information and delivery needs of different target audiences (**needs identification and market segmentation**);
- to identify the range of alternatives (competing or complimentary) currently used by each segment, the pattern of use, the rationale for their use, and their performance vis-à-vis the publication (**competitive differentiation**);
- to uncover potential information gaps or information needs for each segment that might be satisfied by the publication (**benefits selection**); and
- to develop a marketing strategy that includes recommendations with respect to target market selection, positioning, marketing mix (i.e. product revisions/development, distribution, pricing, communications), while considering the resource constraints of the Department (**marketing strategy development**).