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Services to businesses - Market Prospect

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What's New

Our Role

Client Management

Client Policies

Services to businesses

Services to Partners

Additional Services

Post Support: People

Post Support: Tools

Discussion

Français

What it is:

- Background information to help the client make a go/no go decision about your market.
- A brief assessment of the client's potential in the target market.
- An informed opinion that represents the post's best assessment of the market.
- Your reasons for this assessment, your sources of information, and the recommended next steps.

What it is not:

- A major research exercise or a customized and detailed market report ([see related case](#)).

The Market Prospect helps clients assess their potential in the target market. It provides:

- advice on doing business in the market
- an indication of major barriers, regulations and certifications
- notification of upcoming events (trade fairs, conferences, seminars, trade missions)
- suggested next steps.

Hundreds of market reports are available on InfoExport at <http://www.infoexport.qc.ca>. Should clients need additional market research, you can refer them to local firms.

What you need from the client:

A brief but clear answer to the following questions directly from the company or obtained through WIN or the company's Web site.

1. What is unique or special about the company, product or service?
2. Who are the end users of the product or service? Who does the company sell to in Canada and abroad?
3. Which country or regional market is the company targeting and why? What does the company know about the target market?

What the client needs from you:

An honest and informed opinion - with respect to dedicating more effort and becoming more committed to the target market.