

Type 3:**International Financial Institution (IFI)-funded economies (e.g. Africa)**

- The economies are developing or changing.
- Market development takes time.
- Flexibility and political astuteness are important.
- It's helpful to have experience working with third-party funding organizations (e.g. the Canadian International Development Agency or the World Bank).

EXPORT MYTH**I can't compete overseas**

That's not necessarily true. Even if your product or service has no obvious foreign market as yet, the world is a big place with many needs and appetites. After all, your business sells domestically, so why shouldn't it find customers abroad? And remember, price isn't the only selling point – other factors such as need, utility, quality, service, credit and consumer taste can make you competitive even if your prices aren't the lowest in the market.

The kinds of market research

The second step of your international market research may take different forms, because there are many ways to study a market. You might sometimes rely on a "gut feeling," and at others use sophisticated statistical techniques. The more detailed your research, however, the less likely you are to overlook something important. There are two main types of market research: secondary and primary.

Secondary research

You do this in Canada, using data such as periodicals, studies, market reports, books, surveys and statistical analyses. Many of these are available through Team Canada Inc, as well as through chambers of commerce, economic development organizations, industry and trade associations, and Canadian companies that are already doing business in your target market.

Primary research

After completing your secondary research, you move on to the primary research phase. Here you collect market information through direct contact with potential customers or other sources.

Primary research almost always demands personal involvement through interviews and consultations. Your foreign or domestic contacts will be able to help you better if you state your company's objectives at the outset and present your questions clearly. For example:

- **Company Description** – give a *brief* description of your company, its history, industries/markets served, professional affiliations (if any), and your product or service.
- **Objectives** – briefly list or describe one or more objectives for your planned export product or service, based on your secondary market research.