

### **Product importance to the customer**

- Is the product an essential item?
- Is there any opportunity for substitution?
- Is the product a regularly-scheduled purchase, a major one-time purchase, or an infrequent purchase?
- Is the product purchased in volume? Are there discounts on volume purchases?
- How does the product or service fit into the consumer's overall spending pattern?

### **Spending patterns**

- Current spending priorities of users
- Trends in spending
- Product purchases
- Pricing trends

### **Making the purchasing decision**

- How is the product purchased?
- Does the end user make the purchasing decision? If not, who makes the decision and what criteria are used in making the decision?

### **Factors which influence the purchasing decision**

- Trade show demonstrations, advertising, in-person sales calls, testimonials, incentives, etc.
- Attitudes and perceptions — social and cultural considerations, country of origin, buy national programs etc.

## **Section B: Competitive Analysis**

*[The purpose of this section is to give Canadian companies an idea of who their competitors might be in the sector, how powerful they are and how feasible it would be to compete against them.]*

### **Meeting customer needs**

- How well are the needs of the consumer being met?
- Which companies are best meeting these needs — and in what manner?
  - company profiles — name
  - country of origin (could be a local company)
  - description (background, resources)
  - annual global revenues
  - employees and facilities worldwide
  - employees and facilities in the country (if any)
- Is the company's production aimed at the domestic or export markets — or both?
  - annual domestic sales
  - annual sales and market share — assess their market penetration