

Chapter four covers the evolution of software imports. The information is presented for participating suppliers and their brands indicating market share in terms of dollars and units.

The projected growth of software imports is estimated for the next two years. Also, software exports are described.

The last chapter of this report provides a summary of the general conclusions of this study and identifies the business opportunities available in this industry for Canadian companies.

1.2. Research Methodology

There is no better way to measure customer preferences and to determine needs and forecast sales (of any service or product) than to ask the people who are responsible for purchasing decisions. Since the purpose of this market study is to determine business opportunities, we have used this approach and while the premise sounds basic enough, in the sprawling and intricate world of computer hardware and software, identifying the relevant user segments, as well as reaching the key decision makers for these softwares, has not been easy for our research.

We therefore used a combined approach of desk research, analysis from secondary information sources, and an exploratory survey of experts in the subject. In a second stage of our study we identified the universe of users, and selected and interviewed a group of organizations that represent the following sectors:

- Industrial goods
- Government and education
- Financial services
- Energy and telecommunications
- Other services (health services, hotels)