

About this Booklet

"I WOULD ADVISE THAT SMALL CANADIAN SERVICE FIRMS SHOULD REALLY KNOW THEIR STRENGTHS; KNOW THEIR NICHE MARKETS."

Eliseo Temprano

Principal

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Many firms attempt to enter the U.S. market when they are relatively unprepared, and are disappointed when their efforts do not result in any return or leads. Experienced exporters insist that a lot of preparation is usually necessary.

This is the first booklet in the Road to Success series. It contains things to consider as you begin to prepare your export effort and before going to the United States.

Some topics will be of particular interest to these functional areas of your firm — strategic planning, market development and operations.

Contents of the Red Pages

3	Positioning Yourself for Export Success (checklist)
4	Is the U.S. that Different?
5	Why the U.S. Market?
6	Is the U.S. Market Right for You? (checklist)
7	How to Select a Region
7	Sources of Market Research Information
8	U.S. Market Studies for Canadian Service Exporters
9	Getting the Most from Market Research Interviews
9	Identifying Potential Service Industry Customers
10	Identifying Potential Manufacturing Customers
10	Developing an Effective Export Plan (checklist)
11	Export Plan Worksheet (checklist)

Dept. of External Affairs
Min. des Affaires extérieures

APR 19 1994

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