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## Services to businesses - Local Company Information

- [Standard letters](#)
- [Cases](#)

### What it is:

- **Market intelligence about local companies and organizations identified by the client.**

### What it is not:

- **Addresses and co-ordinates.**
- **A credit check.**

Local company Information is information on local companies and organizations your client has identified. Always inform the client beforehand of any access charges to specialized databases. Credit checks are generally referred to specialized agencies.

### What you need from the client:

- The exact name of the local companies or organizations to be researched and any relevant information from the client. (Does the client have a piece of correspondence with the company's letterhead on it? Was the company approached by the local firm? Was the local company recommended by a third party?)

### What the client needs from you:

- Relevant information about the company. An indication of whether the information you obtained has been confirmed and is reliable.

### Guidelines:

1. Where appropriate, protect your sources of information in order to preserve confidentiality and your credibility with key sources.
2. Respect confidential information. In some cases, the local company will already be dealing with a Canadian client who is your client's competitor.
3. Ask your client beforehand whether you should be discreet with your research, or if you can contact the local company directly for information. (The latter scenario might be the case if your client has received an unsolicited export opportunity from the local company.)
4. Refer clients to local sources such as associations and credit bureaus to obtain a second opinion on private-sector companies of interest to them. Inform the client if the local source charges a fee for this service.