

5.0 Evaluation of Contents, Layout & Format

Participants were asked to review the International Trade Business Plan prior to the sessions. Due to the length of the document and the time available, the discussion focused on overall impressions of each section, rather than a line by line evaluation.

5.1 Contents

Overall, participants found the document to be useful as a means of communicating the government's plan for international business development assistance. However, specific comments suggest that the content could be augmented and the information better presented to target the specific needs of business users.

Title

Several participants stated that the title "Business Plan" implied specific goals, objectives and actions "*with numbers attached*". Accordingly, they did not feel that the title of the document matched its contents.

Some people also felt that the title should "*tell me who's Plan it is*". They suggested that the title include the words "Government Plan" to better reflect the contents.

One participant also said that he preferred the word "export" to "international trade" as a means of capturing his attention.

Cover Page

Several people said that the cover page should indicate that it is a government document (e.g. by including the Government of Canada logo).