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## **Design Considerations**

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Comments were few and far between; some participants felt the design of the GMOR could be improved to enhance its readability.<sup>3</sup>

## **Marketing and Promotion**

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Participants felt inundated with publications of lists of suppliers in their industry. Many of the requests for information came from the Federal Government (participants were not sure which department). They felt that it would be of great benefit to the industry if the Federal Government could coordinate its activities in this area.

Participants felt that the aircraft repair and overhaul sectors can best be marketed in a "Team Canada" approach. They noted that often a joint venture in a foreign country was the only means by which they could secure the business. As such, they felt that all marketing and promotional material should have that as its central theme. This suggests that future publications should emphasize the importance of team-work and joint ventures in this industry.

Participants thought it better that the Department work in concert with the industry association (such as AIAC).

Participants felt it was extremely important to ensure that any Departmental publication was comprehensive in naming Canadian suppliers that had expertise in the specific sector that was being covered.

Participants felt that the aircraft repair and overhaul sourcing publication (not part of this evaluation) was an important element of Canada's marketing mix in this industry.

Other sources of information were the World Aviation Directory, The Forecast Book and Jane's.

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<sup>3</sup> Participants comments on this section were light or non-existent. However, advice is provided, based on the previous experience of Larry Johnson Communications, under separate cover.