

Section C: Marketing and Sales

[This section should deal with how Canadian firms can promote and sell their product in country.]

Market research

- What types of information are required or available?
- What are the sources of information?
- Are there market research consultants? List their organizations.

Sales (market development) techniques

- What distribution channels exist to market the product?
 - combination or mix of local sales staff, independent distributors, corporate-level contacts, networks, hotlines, 1-800 numbers, locally-available troubleshooters etc.
- What is the available sales development and support infrastructure?
 - technical human resource availability, reliable distributors, communications network etc.
- Are there local agents/distributors/joint ventures available?
- What are the available promotional techniques (fairs, advertising, special events)?

Sources of assistance

- What types of companies and services are available?
 - marketing agents, advertising companies, media representatives
 - agents and distributors
 - international trade/industry associations
 - repair technicians/facilities, customer support specialists etc.

Section D: Distribution and Delivery

[This section should focus only on those issues that are unique and specific to this sector. It should not be a general description.]

Distribution channels

- How can firms access these channels?
- Who provides these services?
- What should they cost?
- How are reliability and appropriateness determined?

Logistics

- How does product get to market?
 - transportation
 - port-of-entry facilities
 - warehousing
 - delivery issues
 - labelling/packaging requirements — differences between Canada and target market