



As companies become established in a foreign market, they seek information which provides them with a competitive advantage (i.e. competitive intelligence). They also monitor any changes in the business environment which may impact on their business.

#### **Size of Business and Risk of Investment**

Small business owner/operators often do not have the time to conduct an in-depth analysis of foreign markets and, as such, respond to sales leads as they occur. On the other hand, large businesses may face a substantial investment in entering a new market. As a result, they spend more time assessing risk.

Large businesses may shun government assistance in gathering information for several reasons:

- Some executives expressed concern that responses to enquiries generated by them would also be shared with competitors.
- Some felt that government is not attuned to the commercial environment and, as such, they were skeptical about the government's role in providing "business" information. *"We need commercial rather than political information. It is very difficult to conceive of a government that would think*