

### **Competing offerings (for significant services only)**

- What are the competing service names and their descriptions?
- What are their features relative to Canadian offerings?
  - how are they alike
  - how are they differentiated
  - are they cheaper, better, quicker to market
  - do they have a local partner
- What is the market share (if this is available)?

## **CHAPTER 3: MARKET OPPORTUNITIES AND MARKET ACCESS**

*[The purpose of this chapter is to describe areas of emerging opportunity and how to take advantage of those opportunities.]*

### **Section A: Opportunities (Promising Prospects) by Service Sub-sector**

*[This section describes changes in the marketplace and the factors driving those changes in order to help Canadian firms position their services.]*

#### **Industry outlook**

- What are the emerging trends by sub-sector?
- What drives changes in the market?
  - technology
  - government policy
  - consumer tastes
  - economic growth
  - product innovation
  - advertising
  - promotion, i.e. creating the need

#### **Positioning**

*[By evaluating the market demand, future growth prospects, the competitive environment, and the requirements of this country's consumers, the Canadian service provider can identify how best to position its service.]*

### **Section B: Access Issues**

*[This section should deal with access issues specific to the service sector being described. The exact set of topics actually addressed will depend on the sector.]*

#### **Limitations on providing services**

- What are the existing limitations?
  - immigration requirements
  - work permits
  - professional certification
  - other