

7.2 Recommended Strategies

Marketing Objectives

In defining the role of government, two objectives were raised during the sessions, each addressing different stages of international business development by companies:

1. to increase the incidence of companies which do business on an international scale; and
2. to assist business in competing through the provision of commercial information.

Target Market Selection

Given the resources available to larger companies, their perspective on government assistance and their higher level of activity in international markets, participants felt that small business clients should be a primary target of government for information products and services. They felt that specific attention should be given to business people who are considering exporting but are not yet active in international markets. Participants also suggested that information be developed to meet the needs of the service sector, as well as manufacturing.

Product/Service Development

Information product development strategies are required to address the specific needs of target clients. The following table summarizes the target client segments identified by the research, their information and delivery needs, and potential opportunities for product/service development.