
Market Intelligence

The following information is considered market intelligence for the purposes of this report. Not all information applies to each GMOR sector. For detailed information on categories, refer to each GMOR review (section 3.0).

- ❖ direct leads (contract or procurement authority and what is being requested);
- ❖ names of distributors, importers, retailers, sales representatives (broken down by product line);
- ❖ competitor information; and,
- ❖ miscellaneous intelligence information (e.g., budgets).

Market Demographics

The following information is considered market demographics for the purposes of this report. Not all information applies to each GMOR sector. For detailed information on the categories, refer to each GMOR review (section 3.0).

Market demographics was defined as:

- ❖ market size;
- ❖ cultural and customs information;
- ❖ retail philosophy;
- ❖ location of the centres of excellence;
- ❖ domestic capability and demand;
- ❖ retail base strength; and,
- ❖ transportation infrastructure;