

IV. OUR APPROACH TO THE STUDY

We understand the objective as being to determine whether and how Canadian product manufacturers can gain a greater share of ADB funded purchases.

We have read carefully and accept the terms of reference provided. Having reviewed the intent of the study and the work involved, we feel there is real benefit to be gained by translating the work program given in the Terms of Reference to a framework to guide our thinking and give focus to the study.

As you well know and implied, the role of External Affairs and other Canadian agencies in promoting Canadian product exports to the ADB can be only catalytic and supportive. The key questions to be answered are:

- o whether additional opportunities exist within ADB funded projects;
- o whether Canadian manufacturers have the capabilities to take profitable advantage of them;
- o the degree to which the interest or capabilities of Canadian manufacturers could be increased; and
- o the role which various agencies of the Government of Canada could play in doing so.

We have found through experience that the five phased framework shown opposite the following page is the most effective way of dealing with strategic choice and strategy formation.