

Purchasing patterns

- What are the purchasing priorities of users?
- What are the trends in spending?

Factors which influence the purchasing decision

- What will influence the purchasing decision?
- What is the impact of advertising and promotion, in-person sales calls, testimonials etc.?
- What factors are important in making the purchasing decision?
 - local presence
 - country of origin
 - social and cultural considerations
 - compatibility with existing services/products etc.
- Where do firms acquire this information?

Resources

- How does the service fit into the customer's overall spending?
- How price-sensitive is the customer?

Section B: Competitive Analysis

[The purpose of this section is to give Canadian companies an idea of who their competitors might be in the sector, how powerful they are, and how feasible it would be to compete against them.]

Meeting customer needs

- How well are the needs of the consumer being met?
- Which companies are best meeting these needs — and in what manner?
 - company profiles — name
 - country of origin (could be a local company)
 - description (background, resources)
 - annual global revenues
 - employees and facilities worldwide
 - employees and facilities in the country (if any)
- Is the company's production for the domestic or export markets — or both?
 - annual domestic sales
 - annual sales and market share — assess their market penetration
- How do they sell, deliver and support their services in the market?
- How have they defined their market?
- What is their commitment to service development and service innovation?
- What is their management team like?
- Do they use a network of local suppliers and distributors?
- What other alliances do they have?
- How well are they meeting the consumer's needs?