

<b>6. MARKETING</b>	<b>28</b>
Market	28
Product and/or Service	28
Promotional Strategy	28
Pricing Strategy	29
<b>7. SALES AND DISTRIBUTION</b>	<b>30</b>
Order Processing	30
Agents, Distributors and Suppliers	31
Customer Service Strategy	32
<b>8. LOGISTICS AND DELIVERY</b>	<b>33</b>
Customer Requirements	33
Operations	33
Product Characteristics	34
Documentation	34
Warehousing	34
Shipping	35
Delivery	35
Technology	35
<b>9. FINANCING</b>	<b>36</b>
Estimating Costs	36
Cashflow	38
Managing for Cash	40
Sources of Financing	40
<b>10. MONITORING</b>	<b>42</b>
The Purpose of Information Gathering	42
Sources and Techniques	43
Barriers	44
Application	45
<b>APPENDIX A: SOURCES OF BUSINESS INTELLIGENCE AND INFORMATION</b>	<b>46</b>
<b>APPENDIX B: WHERE TO GET HELP</b>	<b>48</b>
Department of Foreign Affairs and International Trade (DFAIT)	48
Department of Industry (DI)	50
Canadian International Development Agency (CIDA)	51
Atlantic Canada Opportunities Agency (ACOA)	51
Western Economic Diversification Canada (WD)	52
Export Development Corporation (EDC)	52
Canadian Commercial Corporation (CCC)	53
Revenue Canada	54
National Research Council (NRC)	54
<b>Key Contacts in Canada</b>	<b>55</b>
Sponsoring Organizations	55
<b>Canadian Government Departments and Services in Mexico</b>	<b>55</b>