

- o current performance;
- o opportunities for improvement;
- o requirements for performance improvement;
- o interest of manufacturers in pursuing Bank opportunities;
- o their strengths and weaknesses for doing so;
- o constraints; and
- o the views and expectations of other interested parties, i.e. ADB, Government and consultants.

These are then translated in the next step into options for External Affairs or other agencies to influence future performance.

B. STRATEGIC CHOICE

In this phase we will examine the options open to Government to act directly or indirectly to change Canadian suppliers' success rate. As you have pointed out, a wide range of options might exist varying from none which appear cost-effective, to elaborate programs which, while cost-effective, may place too high a priority on this particular endeavour.

While we cannot tell now what the options might be, they will likely fall mainly into communications fields or programming. To illustrate, some options for study might include:

- o be reactive only
- o upgrade the telex program in frequency and content
- o increase reach and frequency of ADB seminars