

## 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 aimed at 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 products in the market?
- How have they defined their market?
- What is their commitment to product development and product innovation?
- What is their management team like?
- Do they use a network of local suppliers and/or distributors?
- What other alliances do they have?
- Is their manufacturing part of a global manufacturing system?
- How well are they meeting the consumer's needs?

### Competing products (for significant products only)

- What are the competing products?
  - product names and descriptions
- What are their features relative to Canadian offerings?
  - how are they alike
  - how are they differentiated
  - are they cheaper, better, quicker to market etc.
- What is their price in comparison with Canadian offerings (if this information is available)?
- What is the market share (if this is available)?