

Table 2
Profile of Focus Group Participants By Level of Export Activity

Location	High Export Activity (50 % or more of sales)	Low Export Activity (under 50% of sales)
Vancouver	2	6
Calgary	1	9
Toronto	2	5
Montreal	2	7
Halifax	3	7
Total	10	34

All participants were sent a letter stating the purpose and objectives of the study. They were also asked to review the publication prior to the session.

2.3 Discussion Flow

The focus groups were conducted using a discussion guide (Appendix B) that covered the following topics:

- behaviour (i.e. the steps taken to prepare for international business);
- information and delivery needs (i.e. information required to prepare for and support international business activities);
- sources used and information gaps;
- positioning of the International Trade Business Plan;
- evaluation of the format and contents of the Plan; and
- role-playing exercise to identify potential strategies.