

Applicants are eligible for only one project at a time under the MDS portion of the PEMD program and only one project per target market.

## **MARKETING PLAN**

*An international  
marketing plan  
is key*

MDS will utilize a specific application form and each application must be accompanied by a long-term international marketing plan developed and provided by the company.

The basic framework of the marketing plan will include:

- mission statement (what the company does);
- marketing objective for the next three years;
- identification of the company's main products and/or services;
- identification of the company's markets;
- assessment of whether the company's products and/or services meet the needs of the client;
- statement of the market potential;
- statement on how the company's goals will be achieved including:
  - overall strategy
  - competitive strategy
  - promotion;
- identification of the company's potential problems and proposed solutions;
- statement on how the company proposes to satisfactorily service the client.

## **INELIGIBLE ACTIVITIES**

Applications will be rejected for:

- activities involving only repeated visits to a target market for market identification purposes. Travel should be directly related to the implementation of the marketing plan, such as searching for representatives and distributors, training of sales personnel, etc..
- projects organized by or receiving financial support from any level of government and/or their agencies.