

MARKET SUMMARY — CONTENT SUMMARY

| Segment | Content | Word count |
|---|--|------------|
| <i>Highlights</i> | A box on the front page listing major points of interest to potential exporters. | 100 |
| <i>The Opportunity</i> | Why is this sector of interest to Canadian business? | 150 |
| <i>Sector Highlights</i> | These detail interesting points that distinguish this sector from others. Chart or graph if possible. | 250 |
| <i>Mention of Industry Market Profile</i> | A "boilerplate" message, plus the table of contents of the market profile. | 100 |
| <i>Overview of the Sector</i> | A brief description of the activities in the sector, including sub-sectors, if any. What do companies in this sector do? | 100 |
| <i>Foreign Trade</i> | How important are imports and exports to this sector? Possible inclusion of a graph showing trade data. How does Canada compare to other countries? | 200 |
| <i>Customers</i> | Who are the major customers in the sector? What are the forces driving demand? Distinguish between the private and the public sector. Name major customers. | 400 |
| <i>Competition</i> | What is the level of competition and what are the main competitive factors? Who are the major competitors? Name large domestic and foreign companies which are active in the sector. Discuss sub-sectors separately, if necessary. | 350 |
| <i>Opportunities</i> | What is the size of the export opportunity, and what are the specific products for which there are major opportunities? If pertinent, give a separate treatment for sub-sectors and include import penetration graph(s). | 500 |
| <i>Marketing Tip</i> | A brief summary of a marketing (or market research) concept that has proved important to Canadian companies operating in this sector. Name companies from case studies if possible. | 200 |
| <i>Where to Get Help</i> | Include a "boilerplate" of information on major sources in Canada and in the target country plus relevant sectoral sources, if any. | 500 |
| <i>Contacts in Target Country</i> | Supply the names, addresses and phone numbers of contacts in the target country of relevance to the sector. Divide into categories: sectoral agencies and associations, major purchasers, sector specialists and intermediaries. Include extra contacts for editing purposes. | 400 |
| <i>Total Length</i> | | 3,250 |