

## Positioning and Utility of the Information

The type of information contained in the International Trade Business Plan was of general interest to participants. However, most viewed it as a document they would *"stick in my brief case and glance through it if I get a chance"*.

Most people suggested that the size of the document was "intimidating" and did not meet their need for quick information.

- *"They could have sent a letter and included a contact name and telephone number. It would have been a lot less expensive than this."*

In most cases, the sectors were too broadly defined to provide readers with the business-specific information they need.

- *"I guess it's trying to cover different areas...of course you have to pinpoint the area that applies to you. Generally, it's pretty broad. I bet no one here has even read through all this."*
- *"I read it but it's very, very general. It covers all the different sectors, many of which I have no interest in. It's provides a general policy spectrum. If a potential client from Timbuktu called me, I wouldn't go to this...it would be filed somewhere."*

As an annual publication, the International Trade Business Plan does not meet the needs of users for current information on activities.

- *"If you put out an annual publication, it will be out of date within three months."*