

- the marketing plan should include more than just one type of activity, e.g. visits;
- the anticipated results in terms of dollar sales at the end of the project must be indicated;
- the application must be signed by the Chief Operating Officer, or equivalent, of the company.

INTERNATIONAL MARKETING PLAN

MDS utilizes a specific application form and each application must be accompanied by a one- to two-year international marketing plan for the target market developed and provided by the company.

Since the plan will be sent for comment to the commercial section of the Canadian embassies or consulates in the target market, it should be as brief as possible, ideally not exceeding three pages.

The basic framework of the marketing plan is at the discretion of the applicant but at a minimum should include brief statements:

- outlining the company's mission statement (what the company does);
- describing the products (including Canadian content) and/or services which the company proposes to market and that level or segment of the market which is being targeted;
- estimating the target market potential for the products and/or services and the related marketing objectives of the company;
- explaining how the target market objectives will be achieved including any related overall strategy and tactics and a brief description of each of the proposed market development activities (including those for which PEMD assistance is not being sought); and
- describing possible constraints to the achievements of the objectives such as domestic and foreign competition, tariff and non-tariff barriers, consumer preferences, and economic and financial market factors.

INELIGIBLE ACTIVITIES

- 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, identification of capital projects bidding opportunities, etc. and should not account for all of the requested assistance.
- Activities receiving direct or indirect financial support from municipal, provincial or any federal government source including the Department of Foreign Affairs and International Trade.