

contact information such as sales leads, distributor names and partnership opportunities that can be used to generate income directly. Competitive information is also seen as valuable. Previous research also suggests that product development should concentrate on the needs of small businesses, as larger corporations tend to have the internal resources and the desire to fulfill their own information requirements.

3. Actively promote the benefits of using Departmental publications. Concrete evidence of the benefits of using export market development publications (such as those found in this study) should be provided to potential users. This may reduce the incidence of non-use as a result of "lack of time".

8.6.2 Rationalized Distribution

While Departmental publications have a significant and positive impact on those who use them, not all of the intended recipients do so. The survey findings suggest distribution could be better targeted to certain companies and individuals within companies.

One approach to rationalize distribution would be to price Departmental publications⁵. As more than 80% of respondents who used publications said they would be willing to pay \$5 for them, nominal charges might discourage recipients from asking for "one of everything" and focusing their requests on what they are likely to use. In addition, as virtually all (96%) respondents who reported new export sales as a result of using the publications would be willing to pay, instituting charges would likely have no significant negative impact on the generation of new export sales by Canadian companies. Any pricing strategy should be accompanied by promotional efforts that make potential users aware of Departmental publications and their benefits.

To focus distribution more effectively on appropriate individuals within companies, the Department needs to understand how publications are circulated within target organizations. The study found that almost one-third of those who receive but do not use publications circulate them to others within their organization. While administrators/office managers and executives/owners are more likely to do this than other occupations, knowledge of *who* these publications are circulated to was beyond the scope of this survey.

8.6.3 Migration to Electronic Products

While the survey findings indicated that most publication users want to receive the information in a variety of media, the Department may wish to consider a product migration strategy that encourages the use of electronic products as opposed to paper media. The benefit of such a strategy would likely be savings in distribution costs, as the

⁵ This approach to pricing is presented as a distribution strategy, rather than a revenue strategy.