

Assistance in selecting, planning for and funding your attendance at international trade fairs is available from both federal and provincial government departments. (See Section 11, *Sources of Assistance and Information.*)

The following worksheet summarizes the key activities and considerations involved in promoting your product or service.

DESIGNING THE MARKETING PLAN

How does the firm best create value in the new market?	
Is its existing way of doing business suitable for this particular market?	
If not, what does it need to change?	
Does it have the information or resources to make these changes?	
How can it acquire this information to make sure it gets to market as quickly and in the most efficient way possible?	
Product/Service: Is it in a form that it can be sold successfully in the new market? What modifications/changes are required? Has the firm considered all the language, customs and social considerations? Is the value that the firm offers domestic customers of value in the new market? How can it be replicated in the new market?	
Price: Will the amount of sales volume the firm achieves have an impact on the firm's pricing strategy? Will this affect the amount of competition it faces? Does it affect the company's willingness to keep out competition?	
Promotion: Can the firm use the same vehicles to promote its advantage in the new market? What new vehicles should it consider? Are there opportunities to form alliances?	
Logistics and Distribution: Can it use the current system? What adaptations are required? Are there good potential partners? Are there good distributors? How much of the distribution chain does the firm need to control? How does it ensure an effective logistics strategy—through transportation, handling, storage and service/support?	

Source: *Export Market Access Tool*, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade