

manufacturers require information to support product introductions (e.g. market size and potential, demographic statistics, orders), commercial service companies bid on "one-off" contracts and require bid-specific information.

- **The advocacy role of organizations** (i.e. commercial businesses versus associations). Associations are interested in government policies and plans which affect their sector, whereas businesses require sales and competitive information.

As shown in Exhibit 2, the information needs of business clients can be categorized as "need to know", "nice to have" and "not necessary". Business people are only willing to pay for information packages which contain "need to know" information.

Information which can be linked directly to sales or competitiveness such as sales leads, distributor contacts, and competitive intelligence is typically viewed as essential. Focus group participants also felt that information on the business environment (e.g. culture, business practices) is essential to know before entering a new market. While background market data and information on government programs is important, it does not have the same utility as sales and competitive information.

