

MARKET EVALUATION MATRIX

Item	Details	Sources	Findings
Competitors	<ul style="list-style-type: none"> • name • country of origin • description (background, resources) • annual global revenues • employees worldwide • employees in country • annual sales in country • annual sales in this sector • market share 		
Competing products or services	<ul style="list-style-type: none"> • product or service names and descriptions • product or service names and descriptions • features relative to Canadian offerings • price and comparison with Canadian offerings • share of the market 		
Emerging opportunities	<ul style="list-style-type: none"> • by product/service • prospects and forecasts • emerging trends • special projects • government procurement 		
Sales techniques	<ul style="list-style-type: none"> • distribution channels • available promotional techniques (fairs, advertising, special events) • after-sales service 		
Sources of market intelligence	<ul style="list-style-type: none"> • Canadian government • target government • major purchasers • sector specialists • intermediaries 		
Sources of marketing assistance	<ul style="list-style-type: none"> • professional marketers • agents and distributors • media representatives 		
Regulatory framework	<ul style="list-style-type: none"> • customs and tariffs • health, safety, the environment • technical standards • corporate law • incorporation • taxation • investment and partnering • repatriation of profits 		

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