

The Competitive Scene

Some Factors to Consider

What are your strengths in the context of the new EC? Here are some factors to consider and document:

- 1992 regulatory and trade changes that will alter business practices within your product or service sector;
- the effect of trade barrier changes on your competitors and their products;
- the threat of new products in your sector or regional markets;
- your bargaining power with both suppliers and buyers (consider supplier rivalries that might work to your advantage);
- the effect of exchange rates on your prices;
- the cost and terms of credit; and
- possible collaborative arrangements with other companies in allied fields.

The EC market of 324 million consumers represents a tremendous potential that qualified Canadian firms should not ignore. The emergence of the Single Market will lead to more competitive and aggressive performances by EC companies both within the EC and in global markets. Failure to secure a presence in Europe could lead to a competitive disadvantage in global markets – and today that means within our own domestic markets. Your company needs to prepare itself for this new and more competitive environment.

How Will You Cope with These Issues?

