

- What are the trends concerning imports in general and Canadian imports in particular?
- Are there key competitiveness issues?
- Are there case studies available for study?
  - identify three or four Canadian companies and provide a brief description about what has made them successful in this country's market.

**By individual products**

- If they are significant, what are the individual products of this sub-sector?
  - value
  - volume
  - market penetration
  - market share
  - trends
  - competitiveness factors
  - import/export competition

**CHAPTER 2: MARKET DYNAMICS**

*[This chapter should be organized by sub-sector or groups of related sub-sectors, due to the different market dynamics for each.]*

**Section A: Profile of Customers**

**Description of the customer for the product**

- What are the common characteristics of the customer, i.e. the market segment? What dimensions can be used to segment the market?
  - demographics/socio-economic segmentation — age, sex, income, location etc.
  - psychographics/lifestyle segmentation — achiever, traditionalist etc.

**Number of key customers**

- Is the customer base large, narrow, vertical or horizontal?

**Important user benefits**

- What does the customer care about?
  - price
  - quality
  - product function, design, compatibility with other products
  - timeliness
  - customization and product flexibility
  - service and reliability, warranties, guarantees, upgrades and service