

APPROACH

A five-phase approach was utilized:

- (a) A telephone survey to assess the needs and export experience of selected Canadian manufacturers.
- (b) Analysis of available secondary data to assess the market potential for the three product categories and their current market structure.
- (c) A survey among key decision makers with respect to the acquisition of new equipment and supplies. This survey was based on in-depth personal interviews with purchasing agents and physicians in hospitals and labs.
- (d) A survey among distributors to assess their mode of operation and the conditions under which they will carry and promote Canadian products.
- (e) Integration of the above.