

## MARKET EVALUATION MATRIX

Item	Details	Sources	Findings
Size of the target market	<ul style="list-style-type: none"> <li>• in absolute dollars</li> <li>• as a percentage of the economy</li> <li>• compared to the market for the same sector in Canada</li> </ul>		
Recent trends	<ul style="list-style-type: none"> <li>• growth or contraction</li> <li>• technological changes</li> <li>• shifting market base</li> </ul>		
Market for specific product	<ul style="list-style-type: none"> <li>• description</li> <li>• size of market for product</li> <li>• trends</li> </ul>		
Impact of imports	<ul style="list-style-type: none"> <li>• volume</li> <li>• value</li> <li>• as a percent of total market</li> <li>• origin by country</li> </ul>		
Canadian imports in the sector/product	<ul style="list-style-type: none"> <li>• volume</li> <li>• value</li> <li>• trends</li> <li>• sources</li> </ul>		
Customers	<ul style="list-style-type: none"> <li>• characteristics</li> <li>• income levels</li> <li>• spending on the sector or product</li> <li>• current spending priorities</li> </ul>		
What do customers care about?	<ul style="list-style-type: none"> <li>• price</li> <li>• features</li> <li>• quality</li> <li>• timeliness</li> <li>• service</li> <li>• other</li> </ul>		
Purchasing	<ul style="list-style-type: none"> <li>• who makes purchasing decisions</li> <li>• on what basis are purchases made</li> <li>• channels through which purchasing is conducted</li> </ul>		
Factors influencing buyers	<ul style="list-style-type: none"> <li>• cultural characteristics</li> <li>• level of development</li> <li>• religion</li> <li>• attitude to foreign products</li> <li>• consumerism</li> <li>• fashion</li> <li>• political attitudes</li> <li>• social consciousness</li> <li>• technology</li> </ul>		