

- are not easy to access;
- are not kept up-to-date; and
- are expensive to maintain.

4.2 Positioning of the International Trade Business Plan

Participants were asked to give their overall perceptions of the International Trade Plan with respect to:

- their awareness of the Plan;
- their understanding of the objectives and intent of the Plan;
- their perceptions of the target audiences for the Plan; and
- the usefulness of the Plan in terms of meeting their information needs.

Level of Awareness

Very few people recalled receiving the International Trade Business Plan prior to the study. Of those who did recall receiving it, most stated that they glanced through it quickly or put it away for future reading.

Understanding of Objectives

Most people understood the primary objective of the document to be the provision of a broad overview of government policies and strategies for international business development assistance.

- *"I think the purpose of the Plan was to make us aware of government policies and strategies in a general way."*