



### "Need to Know" Information

Exhibit 2 prioritizes the information needs of business people on the basis of utility. The diagram shows that certain information is essential to doing business and can be categorized as "need to know". Business people were more receptive to paying for this information because it can be linked directly to sales. The following paragraphs describe the types of information which fall into this category.

**Sales leads.** Information on buyers looking for products (manufacturing), or organizations looking for tender bids on large projects (commercial services) was viewed as essential to international business development.

**Distributor contacts.** Information on potential distributors was also viewed as essential. Exporters need to know which distributors are interested in their particular product. As demonstrated by the following comment, they also need to assess the reliability of the distributor.