

# PARTNERING PROFILE

## CHAPTER 1: PARTNER'S CHARACTERISTICS

*[This chapter is intended as a guide to the kinds of information Canadian companies will need in order to identify and select prospective partners in a target foreign market. In general, Canadian firms should look for someone with complementary capabilities. Firms will need some or all of the following information about a prospect before deciding on whether or not it is worth meeting with them and pursuing a closer collaboration.]*

### Nature of the Business

- main current activity of the business
- product lines or principal offerings
- market niche
- unique selling proposition
  - what makes this company different from its competitors?

### Characteristics of the Business

- number of employees
- annual revenues
- years in business
- location

### Market Knowledge

- sectors served
- market share
- prospects for growth
- prospects for new businesses
- experience in the industry
- value of existing relationships
- access to distribution channels

### Capabilities

#### Manufacturing facilities (if in the goods producing sector)

- size of plant (area, approximate value)
- capacity (e.g. volumes per week, month or year)
- machinery and equipment