

Responsiveness - in terms of identifying potential opportunities and problems relevant to its needs. The client is looking for willingness to assist and to try to understand their particular needs.

Integrity - Clients understand the need for you to protect the identity and market interests of other Canadian firms active in the market. They expect the same with the information they provide to you.

Guidelines:

1. Base your Market Prospect on easily available information. Date your assessment since market circumstances may change.
2. If the information is available, include what you know about potential competitors. Do not divulge confidential information if the competitors are other Canadian firms.
3. Inform the client if the request has to do with a sector or market where there are limited opportunities for Canada or about which you have limited knowledge.
4. If you're unable to provide the client with an assessment, say so promptly. In such cases, the client will still appreciate any readily available information or a referral to other sources of information. Advise the client if these sources charge a fee.
5. Include in "recommended next steps" actions such as visiting or participating in upcoming trade shows, inviting a potential buyer to Canada, approaching the [Export Development Corporation](#) or the [Canadian Commercial Corporation](#) for financial support.
6. Refer the client to your Web site or [InfoExport](#), where you should have market studies and links to other sources of market information (e.g., studies undertaken by the [Team Canada Market Research Centre](#)).

Questions and Answers:

Q. What if there is no or low market potential for a company's product or service?

A. Inform the client if there is low market potential. And only when you have absolute certainty (e.g., legal restrictions) should you say that there is no market potential. Use the related [standard letter](#).

Average time you should spend

- Not more than two hours of research. Remember, you are providing comments to a client who has already researched the market and who may wish to invest more time and money to further develop their results. Additional effort should be proportional to your assessment of the client's market potential.
- Spend more time researching sectors you think are starting to show promise and which could prove useful when preparing responses to enquiries from other companies. And consider suggesting to the Team Canada Market Research Centre that it undertake a market study on a particular sector in your market.