



Market Intelligence Service

Making good decisions is essential for operating a successful business and in many cases these crucial decisions are made with less than optimal information. Considering business decisions are only as good as the information they are based upon it is essential that companies look to arm themselves with current, accurate, relevant and actionable information. Whether you're selling product in Calgary or Beijing, STEP can assist companies in collecting, identifying and analyzing pertinent data.

STEP's Market Intelligence service focuses on providing secondary (desk) research. Our team has access to over \$100K in subscription industry resources, which assists us in accessing the latest primary and secondary data. We supplement this with in-depth search knowledge of publicly available information from multiple sources, including government, industry and private sector sources. When this information does not quite answer the question, STEP will access its network of international trade professionals, which range from STEP's experienced trade staff to foreign-based government and industry professionals.

Examples of types of reports we provide include, but are not limited to:

- Market assessments and overviews
- Competitive intelligence and analysis
- Potential customer, manufacturer, dealer & distributor identification
- Political risk analysis
- Tariff and regulatory information

Major Databases STEP subscribes to:

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- International Strategic Analysis
- LinkedIn Sales Navigator
- Mintel GNPD
- Euromonitor (Food Only)
- IBIS World (North America Only)

MI Service Allocation

- STEP Pre-Market Members – 25 hours per fiscal year (April 1 – March 31)
- STEP Regular Members – 50 hours per fiscal year (April 1 – March 31)
- STEP Premium Members – 100 hours per fiscal year (April 1 – March 31)

Getting Started

To discuss your potential research requirements please contact Jeff Thackeray, Senior Director, Market Intelligence directly at 306-530-3914 or by email at jthackeray@sasktrade.sk.ca.