



**TPSA** | CANADA-INDONESIA TRADE AND  
PRIVATE SECTOR ASSISTANCE PROJECT



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## **TRAINING WORKSHOP**

### **PRODUCING MARKET INTELLIGENCE REPORTS**

**JAKARTA**

**APRIL 17, 18 & 20, 2017**

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### **WORKBOOK**



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## INTRODUCTION TO THE TRAINING WORKSHOP

Welcome to this workshop on creating market intelligence report on the Canadian market.

The purpose of this workshop is for you to become familiar with the tools that exist and how to **best** apply these tools to ensure you produce a report that will provide the desired insight to your readers.

### EXERCISE 1 - INDIVIDUAL WORK

Participants are asked to identify the different possible audiences who will benefit from these reports as well as their main needs:

Who does your audience consist of?

What are their needs and what will they be able to accomplish with these reports?

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## INDIVIDUAL WORK – CONTINUED

Based on the answers provided above, what should be the main outcomes/results that the exporter can get from these reports?

### Organizing your Product Profile

## EXERCISE 2 – TEAM WORK

Teams will be created for this exercise as well as for other case studies / exercises throughout the workshop. Teams design a comprehensive and **detailed** outline for their product profile to make sure all the necessary information is provided. **This is one of the most important steps** for getting started. Teams will select a product group within the following 3 product sectors: coffee, footwear and clothing. Teams will divide the outlines into 4 major parts: the introduction, the global context, the Indonesian context and the Canadian context. Include recommendations and conclusion in the Canadian context section.

The **first step** is for your team to identify the actual definition of the product(s) that will be the topic of the profile.

Product(s) definitions:

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**OUTLINE – PRODUCT PROFILE (4 parts):**

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## EXERCISE 3 – TEAM WORK

Participants are asked to identify the information sources used to get information on **Part 2 of the product outline** discussed in the workshop: the global context. Teams will then present their findings to other teams.

Information Sources – Global Context:

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## EXERCISE 4 – TEAM WORK

Participants are asked to gather the information from the sources they identified for **Part 2 of the product outline** discussed in the workshop: the global context. Teams will then present their findings to other teams.

Information gathering for the global context:

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## EXERCISE 5 – TEAM WORK

Participants are asked to identify the information sources used to get information on **Part 3 of the product outline** discussed in the workshop: the Indonesian context. Teams will then present their findings to other teams.

Information Sources – The Indonesian Context:



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## EXERCISE 6 – TEAM WORK

Participants are asked to gather the information from the sources they identified for **Part 3 of the product outline** discussed in the workshop: the Indonesian context. Teams will then present their findings to other teams.

Information gathering for the Indonesian context:

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## EXERCISE 7 – TEAM WORK

Participants are asked to identify the information sources used to get information on **Part 4 of the product outline** discussed in the workshop: the Canadian context. Teams will then present their findings to other teams.

Information Sources – The Canadian Context:

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## EXERCISE 8 – TEAM WORK

Participants are asked to gather the information from the sources they identified for **Part 4 of the product outline** discussed in the workshop: the Canadian context. Teams will then present their findings to other teams.

Information gathering for the Canadian context:

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## EXERCISE 9 – INDIVIDUAL WORK

Participants are asked to write an Executive Summary for the Market Intelligence Reports distributed during the workshop on the topic related to their product sectors.

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