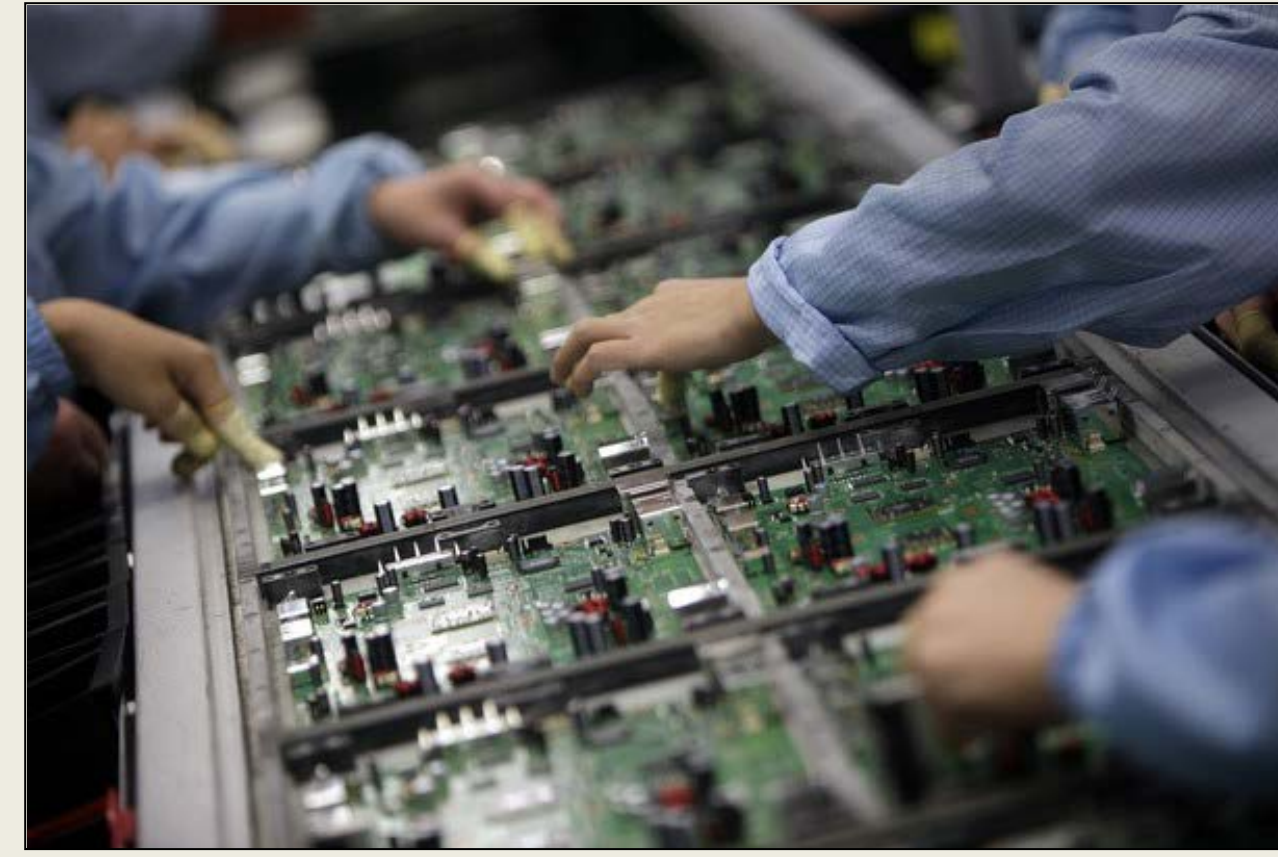


# Innovation and Canadian Business Strategy



## Long term strategy

- 80% of firms focus on product positioning
- 90% of high tech firms focus on positioning



## Business marketing practices

- 44.5% to 61% of all firms focus on existing practices
- Small and medium high tech firms focus more on new practices than large firms

## Performance monitors

- Sales income growth
- Gross Margin
- Increased sales of new products

## Organisational innovation

- Large manufacturing firms are very innovative in Canada

## Process innovation

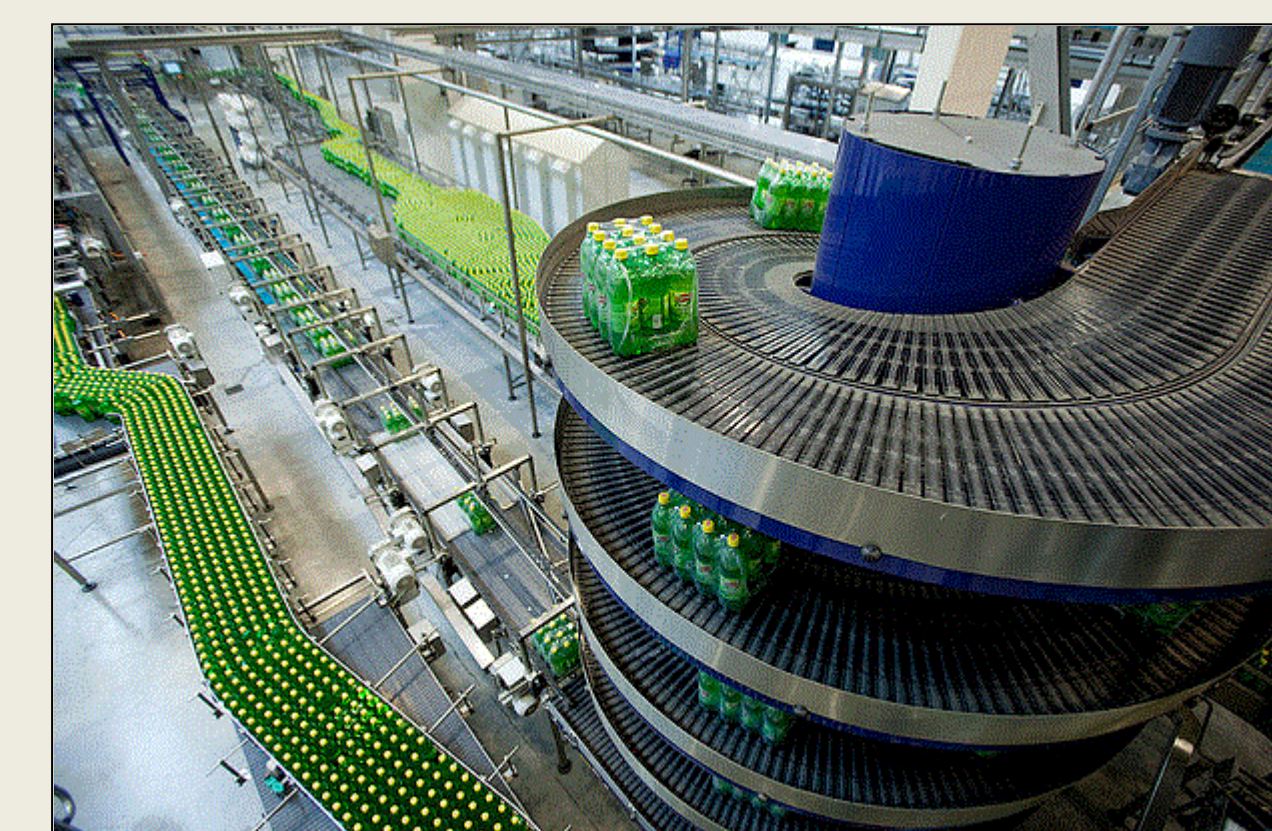
- High tech firms averaged between 4.8 and 9.8 innovations in 2009
- Low tech firms averaged from 2.4 to 3.6

## Services innovation

- Very low in Canada
- Wood & Paper industries 3.5 innovations in 2009

## Goods innovation

- Transport, manufacturing firms and beverage manufacturing innovate more than other industries



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