

## **Who Does R&D?**

R&D is a favoured term of government: good companies do R&D.

But R&D is simply one type of activity amongst many that any business has to carry out.

Staying in business means continually looking for improvements.

New or improved products, new or improved services, better ways of working.

Marketing is about what the customer wants: R&D delivers on those requirements.

R&D occurs when a change of material is introduced to reduce the weight of a product, to extend its useful lifetime, to allow it to be used in different environments.

R&D occurs when the scope of a service is extended, or when two distinct services are merged together to provide a single offering.

R&D occurs when a more productive way of working is developed.

**R&D occurs pervasively and continuously.**

**But it is not always recognized.**

**\*\*\* Recognition of what you do is the first step towards being able to gain government support through the SR&ED program.**