

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited Canadian capabilities

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES
Expected Results: ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE DIRECT SALES OF \$75,000 AND PROJECT 1 YR SALES \$300,000.

Activity: IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS
Expected Results: IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.