

REPT4D  
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 89  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

2

POST :619-ATLANTA

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH. & MONT PRET  
\$20,000 EXPORT SALES

IDENTIFICATION OF AGENTS AND RETAILERS  
\$500,000 EXPORT SALES

IDENTIFICATION OF MAJOR RETAILERS  
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS  
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

FURNITURE & APPLIANCES

FOLLOW-UP WITH MANUFACTURERS ASSISTED IN FINDING REPS 88-89  
\$1,000 EXPORT SALES

FOLLOW-UP W/BUYERS WHO ATTENDED TOR/MONT FURN MKTS IN 1988  
\$500,000 EXPORT SALES

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS  
ESTABLISH NEW BUYING CONTACTS

IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY  
INCREASE MARKET FOR HOUSEHOLD 10%

RENEWAL OF CONTACTS W/STATE FURN SALESMEN'S ASS. TO IDENTIFY

SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS  
INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%