

POST : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED
MARKETS, TRADE SHOW OPPORTUNITIES.

WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO
OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

ANTICIPATED RESULTS:

INCREASED SALES TO AREA - \$1,000,000 OVER
NEXT 3 YEARS.

4 NEW SALES AGENCY AGREEMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WOOD HEATING ALLIANCE SHOW, RENO, POST, ATTENDED.
COY PARTICIPATION WITH PEMD.

CDN FIRMS GAINED INCREASING Foothold IN WESTERN
US MKT.

QUARTER: 2 CANADIAN PROMOTION HELD AT RESIDENTIAL FURNITURE
MARKET WEEK

OVER 100 BUYERS/DESIGNERS PARTICIPATED IN A CDN
PROMO DRAW FOR 1 ROUND-TRIP ECONOMY AIRFARE TO
ATTEND IIDEX '87 IN TORONTO 19-21 NOV. NINE
LOCAL SALES REPS EXHIBITED PRODUCTS.

QUARTER: 3 PLAN PROMOTION OF CDN WOMEN'S BETTER FASHION
APPAREL IN CONJUNCTION WITH SAN FRANCISCO MART
TO COINCIDE WITH THEIR FALL MARKET WEEK.

FINALIZED PROMO. WHEREBY SAN FRAN. APPAREL MART
IS ESSENTIALLY HIGHLIGHTING CDN FASHION & SUP-
PORTING OUR EFFORTS FINAN. & PROMOTIONALLY WITH
THEIR FALL MKT THEME "CDA FSHION FOCUS-FALL".
PERSONALLY CONTACTED PERSPECTIVE WOMEN'S APPAREL

QUARTER: 3 ACCOMPANY 13 FURN. SPECIFIERS TO IIDEX & TOUR OF
SHOWROOMS ARRANGED BY POST TO HIGHLIGHT OUT-
STANDING CDN FURNITURE & THOSE MFRS REPRESENTED
LOCALLY. MEET WITH CONTACTS-OLD & NEW-FOR FURTHE
EXPORT ACTIVITY.

US/S. FRAN. DESIGNERS LEFT IIDEX WITH ACCOLADES
FOR CDN MFRS. CDN MFRS IMPRESSED WITH CALIBRE OF
DESIGNERS SFRAN INVITED (FROM INT'L ARCHITEC-
TURAL DESIGN FIRMS)& MANY ASKED TO BE INCLUDED
IN POST ARRANGED AUXILLIARY SHOWROOM TOURS IN 88

QUARTER: 4 WORK WITH INDIVIDUAL MANUFACTURERS TO FIND SALES
REPRESENTATION.

INSURED CONTINUED COVERAGE WITH NEW SALES REPS
WHEN PROBLEMS AROSE WITH TWO MANUFACTURERS REP-
RESENTATION. CONTINUE TO CULTIVATE RELATIONSHIPS
WITH LEADING DESIGNERS IN POST TERRITORY.

QUARTER: 4 CDN FASHION FOCUS - MARCH 21-23, 1988
- PREVIEW MARKET WEEK AT S. FRAN APPAREL MART
HIGHLIGHTED CDN MANUFACTURERS OF WOMEN'S AND
CHILDREN'S WEAR, AS WELL AS ACCESSORIES.

15 EXHIBITORS REPRESENTING 18 CDN LINES: 3
MANUFACTURERS OBTAINED N. CAL. REPRESENTING;
I. MAGNIN, SAKS, MACYS, NORDSTROMS BUYERS WITH
INITIAL ORDERS. FOLLOW-UP PROMOTION IN FALL '89
WITH NICAL APPAREL ASSOCIATION.