

sells to wholesalers and retailers on a commission basis in the range of 2.5 per cent to 15 per cent depending on the product line.

## Advertising and Promotion

**Advertising to/in Market.** Venezuela has a similar mass media structure to Canada, including newspapers, magazines, radio, television, and outdoor billboards. Venezuelans, particularly in the larger cities, have sophisticated tastes and a good eye for form and colour.

**Print.** Newspaper advertising is considered a particularly effective medium to reach business people in Venezuela. There is an abundance of local publications and daily newspapers; the largest ones are published in Caracas. *Ultimas Noticias* and *El Mundo* each have circulations of about 200 000; the more influential dailies, *El Nacional* and *El Universal* reach more than 100 000 readers daily.

**Market Research.** The growth and diversification of the Venezuelan Market has led to an increase in the need for market research. As a result, a growing number of firms have entered this field.

## Price Quotations

International trade is normally conducted in U.S. currency. All values must be clearly stated as f.o.b., c. & f., or c.i.f.; all invoices must show the f.o.b. value (port of shipment). All charges must be clearly itemized.

## Terms and Methods of Payment

Sales terms vary depending on the product line and the purchaser. For large projects, credit is extended directly by the foreign supplier (and/or the supplier's government). For smaller government purchases some suppliers deliver only against irrevocable letters of credit; others offer payment terms of up to three months. Smaller private purchasers generally pay cash; for larger private clients irrevocable notes with maturities of 30 days (one-third of payment), 60 days (another third) and 90 days (final third) are normally used.

The Canadian supplier who is competitive in price and quality will not be at a competitive disadvantage by demanding confirmed letters of credit except when dealing with state-owned corporations.