

POST : 618-MINNEAPOLIS

013-CONSUMER PRODUCTS  
UNITED STATES OF AMERICA

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 2 APPAREL/TEXTILES: ASSIST OTT WITH OUTERWEAR MKT. STUDY INFO; PLAN PROD. INTRO FOR 5 COS; FURNITURE: ORGANIZE PARTICIPATION IN ASID-MSAIA REGIONAL SHOW. RECRUIT BUYERS TO ATTEND IIDEX SHOW.

QUARTER: 3 FURNITURE: MSAIA-ASID REGIONAL DESIGN SHOW PARTICIPATION. IIDEX TORONTO MISSION RECRUITMENT. APPAREL: DIRECT MAIL CAMPAIGN TO KEY CLOTHING BUYERS; IN-STORE CDN FASHION PROMOTION AT CEDRIC'S.

QUARTER: 4 ORGANIZE NEBS MISSION - 10 RESIDENTIAL FURNITURE MANUFACTURERS, USA FEB '88. RECRUITMENT TORONTO FURNITURE SHOW, JAN '88. RECRUIT BUYERS TO FEST. OF CDN FASHION (TORONTO) & MONTREAL PRET. GENERATE DIRECTORY OF LOCAL RETAILERS.

AS FOLLOW-UP TO FOCF, DIRECTED MAJOR MAIL CAMPAIGN TO 40 KEY BUYERS. PRESENTATION IN WPG TO CDN IND. RE: OUTERWEAR MKT. STUDY. MET WITH CGNY TO PLAN JOINT FASHION VENTURE. ORG'D EXHIBIT IN MSAIA-ASID REG'L TRADE SHOW. BEGAN BUYER RECRUIT

ORGANIZED PARTICIPATION OF 3 FURNITURE MFGRS. IN REGIONAL MSAIA-ASID DESIGN SHOW. RECRUITED 8 BUYERS TO ATTEND IIDEX. SENT 4 FASHION PUBLICATIONS TO 40 BUYERS; ORGANIZED & PROVIDED MERCHANDISING AIDS FOR CDN FASHION PROMO AT CEDRIC'S.

RECRUITMENT OF INCOMING BUYERS FOR MONTREAL FURNITURE SHOW. RECRUITED 4 BUYERS FOR FEST. OF CDN FASHION AND 1 FOR MONTREAL PRET. DEVELOPED LIST OF SPECIALTY CLOTHING RETAILERS IN TERRITORY.