

## 1.1 OBJECTIVES

In order to provide the Department with the information it requires, this study has several objectives. The main objective is to ascertain the extent and potential of the market in the State of California for Canadian manufactured packaging machinery and to provide Canadian manufacturers with an effective marketing tool. Effective and workable market strategies will be provided to enable manufacturers to penetrate the market. Consideration has to be given to the size and, therefore, potential levels of expenditure that small to medium sized manufacturers can afford in marketing.

The second objective of this report is to provide the Canadian packaging machinery industry with the widest possible background information on the overall state of manufacturing in California. Future trends are also examined to assist Canadian manufacturers in formulating long term policy in the development of machine types for this market.

## 1.2 MACHINE TYPES INCLUDED IN THIS STUDY

A list of manufacturers and the machines that they feel have individual export potential was provided by the Department. Analysis of those machine types indicated that the market area should be studied to cover three possible marketable categories for Canadian manufacturers. These categories are as follows:

- Export sales for individual machines--A listing of the Canadian machine types initially offered is given in the Appendix.