

REPT4D
90/06/26

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

5

POST :619-ATLANTA

SECTOR :015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES
ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE

DIRECT SALES OF \$75,000 AND PROJECT 1 YR SALES \$300,000.

IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS
IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS

SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepared proposal for FLBMDA show, Sept.89,
and commenced organization.
2.Commenced Canadian coy recruitment.

1.Proposal approved.
2.Contactd 30 coys: sent extensive info on
Florida market, dealer and retailer contacts.
3.Recruited 2 coys, thus far.

QUARTER: 2 Participated in Florida Lumber and Building
Material Dealers Assoc. Show, Orlando.

Six new companies introduced to market with
projected 12-month sales of \$1 million for 2
exhibitors (awaiting figures from other 4).

QUARTER: 3 1) No const.pdt. shows sponsored during OCT-DEC.
2) Post compiled list of possible buyers of Cdn
products for post-Hurricane Hugo reconstruction.
3) Post Ofcr worked on seminar program & recep-
tion for Natl Assn Home Bldrs show, mid Jan'90.

1) Post Ofcr submitted proposal for Natl Rural
Bldrs show in March 1990. 2) Cdn coys starting
to contact potential US buyers of bldg materials
3) Excellent seminar program developed for pre-
sentation from 8:00 to 9:00 am 19,20,21 JAN 1990

QUARTER: 4 1.Participated in National Rural Builder Show.
2.Participated in National Assn Home Builder
Show.
3.Continued work on Hurricane Hugo database.
4.Participated in Hdwre/Hswre Show of Caribbean.

1.Five coys reported \$3.378M in 12-month sales.
2.Nineteen coys reported \$10M in 12-month sales.
3.Data prepared for transmission to Cdn coys.
4.Ten coys reported \$0.656M in projected 12-
month sales.