

REPORT 4
87/09/25

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

PAGE : 88

POST : 427-MUNICH

013-CONSUMER PRODUCTS
GERMANY WEST

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:
 UNDERTAKE MARKET STUDY OF SPORTING GOODS MARKET.

ANTICIPATED RESULTS:
BUILDING ON CURRENT KNOWLEDGE OF MKT (TOP END
NOW DOMINATED BY EUROPEANS & LOW END BY S.E.
ASIA). IDENTIFY NICHEs TO BE EXPLOITED BY CDA.
ALSO IDENTIFY KEY BUYERS FOR ISPO FAIR.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:
QUARTER: 1 SURVEY OF MARKET OPPORTUNITIES.
QUARTER: 2 -----
QUARTER: 3 -----
QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:
POSTPONED TO FALL QUARTER