
This arrangement allowed Beam Canada to gain major export sales while keeping its own capital intact for much needed development in Canada. A significant portion of Beam products are now being sold abroad by Overseas Projects — a major international contribution by a trading company to a Canadian supplier.

Demand Sourcing

Under the supply marketing mode, trading companies respond to requests originating with Canadian-based producers; in demand sourcing they respond to demands for Canadian products from foreign-based clients. Buying houses that source on behalf of offshore clients, and export management companies that respond to requests from foreign clients, both operate under the demand sourcing mode.

Wheelbarrows for Trinidad

The following is a telephone conversation between Naim Moses, a businessman from Trinidad, and Mr. E. Kampouris, president of Béthune Import-Export Limitée, a Montreal-based trading company:

Hello, Naim! What can I do for you today?...You want wheelbarrows? Since when are you in the wheelbarrow business?

It's not for you. Who is it for?...Your brother-in-law....He's a contractor....What kind of wheelbarrows? Tell me a little bit more. I don't know much about wheelbarrows....He's got a contract, a road building contract. So, it's industrial barrows. What kind of specifications?

You already had an offer from Denmark. What kind of an offer? ...Capacity: 100 litres or more Comes down to four cubic feet or more. Gauge? 1.5 mm.

How many do you need?...400. Delivery? Immediate.

Any repeat order?...He will want another 200 in September.

Why doesn't he take all 600 now? It means we may get a better deal.

He doesn't want to put up so much cash at one time....Yes, but we could take care of that.

(continued)