

12.0 MARKET STRATEGIES

This study has demonstrated that there are a number of worthwhile markets for packaging machine manufacturers in California. It would be simplistic to suggest that there is one easy solution to the question of successful marketing in California. At the same time, any good marketing strategy must have ample capacity built in for improvisation as changing market conditions and field market work dictate. With these thoughts in mind, we have provided two basic marketing strategies designed for the range of packaging machinery equipment and systems contained in the brief for this study.

Distributors in all parts of the market area have expressed interest in most products which are included in this study. Canadian manufacturers need to identify exactly where their machines fit into the California market. The most straight-forward marketing approach which will allow Canadian manufacturers to approach the California market at a low cost outlay contains the following elements:-

- Manufacturers should mail literature to distributors who have expressed interest. We have provided a list of distributors' preferences; this list will be given to the Department of External Affairs for distribution to manufacturers. Follow-up discussion should clarify the interest level.
- Canadian companies may also be interested in contacting manufacturer-end-users who have expressed interest. The names of companies and contacts can be obtained from section 4.0.