

REPORT 4  
88/03/21

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

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POST : 601-BOSTON

005-COMM. & INFORM. EQP. & SERV  
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS  
EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC  
AND FOREIGN

PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS,  
CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN  
FIRMS LOOKING TO PENETRATE THE TERRITORY.

ANTICIPATED RESULTS:

EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN  
THE NEW ENGLAND MARKET.

ABILITY TO TARGET THEIR EXACT MARKET NICHE,  
ABILITY TO DIRECT THE MKTG FUNCTION AT  
SPECIFIC ELECTRONIC FIRMS AND NOT THE  
INDUSTRY AS A WHOLE.

INCREASE THE NUMBER OF CDN FIRMS IN THE  
MARKETPLACE WITH QUALIFIED REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GIVEN THAT RESULTS WERE INSUFFICIENT IN THAT  
PRIORITY SECTOR, PRESSURES WERE PUT ON THE  
COMMERCIAL OFFICER TO IMPROVE PERFORMANCE.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PERFORMANCE DID NOT IMPROVE & OFFICER SUBMITTED  
HIS RESIGNATION.