

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

POST :619-ATLANTA

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:APPAREL (CLOTH,FUR,SHOES) TEXT

FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH.& MONT PRET
\$20,000 EXPORT SALES

IDENTIFICATION OF AGENTS AND RETAILERS
\$500,000 EXPORT SALES

IDENTIFICATION OF MAJOR RETAILERS
10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS
10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CDN EXH AT SUPER SHOW ATLANTA

SUB-SECTOR:FURNITURE & APPLIANCES

FOLLOW-UP WITH MANUFACTURERS ASSISTED IN FINDING REPS 88-89
\$1,000 EXPORT SALES

FOLLOW-UP W/BUYERS WHO ATTENDED TOR/MONT FURN MKTS IN 1988
\$500,000 EXPORT SALES

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS
ESTABLISH NEW BUYING CONTACTS

IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY
INCREASE MARKET FOR HOUSEHOLD 10%

RENEWAL OF CONTACTS W/STATE FURN SALESMEN'S ASS. TO IDENTIFY

SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS
INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%