

- Determine the investment requirements for capital expenditures, sales office, distributors, promotional activities, trade shows, and personnel;
- Plan how you can best provide customer support and services; and
- Specify a minimum and maximum time period for goal-post achievements and determine how you will monitor and evaluate your marketing efforts.

The Marketing Plan

Working with a small group representing the key functions of the company, establish your U.S. marketing plan based upon your assessment:

- Define the target market, the line of products, price ranges, distribution channels and promotional involvement;
- Determine the capacity and costs of production for that market;
- Draw up a realistic budget for packaging, distribution, promotion, customer service and sales support; and
- Identify a management team for the U.S. market.

This type of marketing plan will increase your chances of success in selling your merchandise in the United States.

The Trade Show: An Excellent Route for Market Penetration

Why You Should Be in the Show

For established companies, the trade show offers an excellent opportunity to increase sales. The trade show is indispensable for the newcomer to the U.S. market to:

- develop a "street sense" of the food industry;
- select agents; and
- establish a presence in the marketplace.

A well-organized and promoted trade show is the most cost effective advertising and sales medium because it brings together in the same place sellers and thousands of buyers interested in their specific products.

Much like the traditional market or bazaar, the trade show provides a hands-on environment. It lets the prospective buyer see the products, touch them, and compare competing brands and supporting services quickly and effectively.

All trade shows attract primarily a regional audience even though they may include international exhibitors. Attendance at trade shows ranges from 1,000 to 100,000 people or more.