

REPORT 4
87/09/25

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 : 604-DALLAS

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

EXPAND CONTACTS WITH AGENTS AND DISTRIBUTORS ON BEHALF OF
CANADIAN FIRMS.

ESTABLISHMENT OF FIVE LOCAL REPRESENTATIVE
DISTRIBUTORS.

JEWELRY & GIFTWARE

INTRODUCE 8 NEW CANADIAN EXPORTERS TO THE MARKETPLACE.

5 SALES, 5 NEW AGENCIES ESTABLISHED.

PARTICIPATION WITH PRODUCT INFORMATION BOOTH IN NATIONAL SPA AND
POOL INSTITUTE SHOW.

INTRODUCTION OF 10 EXPORTERS TO THE U.S.
MARKETPLACE.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 EXPAND CONTACT WITH LOCAL SALES REPRESENTATIVES
AND DISTRIBUTOR.

ENCOURAGED 2 BUYERS TO ATTEND MTL. INT'L FUR
FAIR. DISCUSSED APPAREL MKTG. APPROACH WITH
CDN COYS & DALLAS MKT CENTER. ENCOURAGED 3 NEW
CDN COYS TO VISIT TERRITORY AND EXPLORE
OPPORTUNITIES.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----