Suggested Marketing Approach:

A four-phase marketing approach is suggested;

PHASE I: (Asia)

Targets: Belgium, Denmark, Norway and Portugal

Time Required: One week

Participants: Team B (3 persons)

Cost: $8000.

Phase II: (Europe)

Since the two most likely customers appear to be Turkey and Malaysia, it is suggested that the marketing be directed at them and at the same time, visit those FAIR-rated countries in that general South West Asia/Eastern Europe area.

Targets:

Greece, Malaysia, Pakistan, Singapore, Thailand and Turkey.

Time Required:

Two weeks

Participants:

Team B (3 persons)

Cost:

$25,000.

Note: Saudi Arabia is already being addressed in a separate SISL initiative.

Phase III: (South America)

In a similar marketing review on the Maritime Coastal Defence Vessel, South American navies were identified as having the best marketing potential. This Phase should integrate with the MCDV marketing team.

Targets:

Argentina, Brazil, Colombia, Mexico, Peru, Uruguay and Venezuela.

Time Required:

Two weeks (15 days)

Participants:

Team A, if combined with the MCDV team or Team B if conducted independantly.

Cost:

Team A = $5,000.
Team B = $15,000.