

REPORT 4
88/02/02

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 : 610-SAN FRANCISCO

013-CONSUMER PRODUCTS
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

DIRECT FURNITURE MANUFACTURERS TO HOSPITAL/HOME CARE ORIENTED
MARKETS, TRADE SHOW OPPORTUNITIES.

INCREASED SALES TO AREA - \$1,000,000 OVER
NEXT 3 YEARS.

WORK WITH CANADIAN NEW CONTRACT FURNISHINGS MANUFACTURERS TO
OBTAIN SALES REPRESENTATION AND INCREASE MARKET SHARE FOR CANADA.

4 NEW SALES AGENCY AGREEMENTS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 WOOD HEATING ALLIANCE SHOW, RENO, POST, ATTENDED.
COY PARTICIPATION WITH PEMD.

CDN FIRMS GAINED INCREASING FOOHOLD IN WESTERN
US MKT.

QUARTER: 2 CANADIAN PROMOTION HELD AT RESIDENTIAL FURNITURE
MARKET WEEK

OVER 100 BUYERS/DESIGNERS PARTICIPATED IN A CDN
PROMO DRAW FOR 1 ROUND-TRIP ECONOMY AIRFARE TO
ATTEND IDEX '87 IN TORONTO 19-21 NOV. NINE
LOCAL SALES REPS EXHIBITED PRODUCTS.

QUARTER: 3 -----

QUARTER: 4 -----