

4. Pricing
5. Service level
6. Showing product

Because of the importance of this subject, it will be dealt with in more detail in the next section of this report.

### C. The Marketing Plan

We mentioned the importance of a well-formulated marketing plan in the previous section. In this section, we will discuss some of the more important elements in the plan.

#### 1. Size of Sales Area

The Northwestern U.S. covers a wide area and includes numerous furniture retailers. One of the first steps in formulating a marketing plan is to decide on the size of the sales area targeted for exports. Too large an area will result in inadequate coverage and poor service. This will cause disgruntled customers and, most likely, they will become former customers. Too small an area will not serve to maximize the benefits to be derived from exporting. A balance between the two sizes is difficult to fully achieve, but the time spent in this endeavor can be well worth the effort. If one is to err in the selection of the size of the sales area, it is best to be in the "too small" direction. It is an easier task to expand