

6. In considering the development of a promotional campaign, the Canadian manufacturers should consider all available promotional tools ranging from the conventional magazine advertising, direct mail, trade shows and sales calls to the newer telephone promotions and other innovative promotional methods.
7. If a co-operative effort among a number of Canadian manufacturers can be co-ordinated, another mode of entry into the U.S. should be considered -- establishing a marketing and trading company. Such a company would combine the Japanese trading company concept with modern marketing strategy concepts and approaches and would be designed to compete with local distributors and manufacturers.
8. Short-term export strategy should involve at the minimum a four-stage approach:
  - (a) Evaluation of current products to identify those with a potential competitive advantage in the U.S. market (either in terms of cost or unique positioning).
  - (b) Test the market acceptability for these products. This can be done either informally by promoting the product to a number of distributors and hospitals and lab personnel and getting their reaction to it or in a more formal way by conducting a concept/product testing approach.
  - (c) Decide on a distribution option and design an associated marketing strategy for testing in the Mid-Atlantic states.
  - (d) Implement the test market program, monitor results and modify the program accordingly.
9. The long-range export development strategy differs from the short-term strategy (point #8) with respect to the first phase. Instead of limiting the export activities to the firm's current products, the long-term strategy should consider as viable option the development of new products to meet the specific needs of customers (hospitals and labs) which are not met by U.S. and other competitors.

For this strategy, more effort should be placed on R&D activities and possible extension of current supply capabilities. This would require more testing of early concepts in the U.S. market. A Canadian marketing and trading company, if established, could serve as an important vehicle to facilitate the development and subsequent marketing of the new products.