

- Determine casting purchasing criteria used by consumers as related to casting cost, product quality, or unusual conditions.
- Identify current and projected sources of supply quantitatively from captive U.S. foundries, U.S. commercial foundries, and offshore import sources (import sources in this report are considered to be all those supplied from outside the continental United States or its possessions).
- Select and interview consumers of steel castings for the major market segments in the six-state region.
- Identify U.S. markets considered to have potential for the Canadian steel casting producers.
- Identify market entry barriers and preferred sales methods and channels to be used to increase penetration or initially penetrate these markets.