

POST : 427-MUNICH

013-CONSUMER PRODUCTS  
GERMANY WEST

PLANNING:           ACTIVITIES PROPOSED IN POST PLAN:  
                    UNDERTAKE MARKET STUDY OF SPORTING GOODS MARKET.

ANTICIPATED RESULTS:

BUILDING ON CURRENT KNOWLEDGE OF MKT (TOP END NOW DOMINATED BY EUROPEANS & LOW END BY S. E. ASIA). IDENTIFY NICHES TO BE EXPLOITED BY CDA. ALSO IDENTIFY KEY BUYERS FOR ISPO FAIR.

TRACKING:           ACTIVITIES UNDERTAKEN IN QUARTER:  
                    QUARTER: 1 SURVEY OF MARKET OPPORTUNITIES  
                    QUARTER: 2 SURVEY OF MARKET OPPOR;TUNITIES  
                    QUARTER: 2 TRADE FAIR - PARTICIPATION AT ISPO ; (FALL '87)  
                    QUARTER: 3 SURVEY OF MARKET OPPORTUNITIES  
                    QUARTER: 4 ISPO - TRADE FAIR PARTICIPATION

QUARTERLY RESULTS REPORTED:

POSTPONED TO FALL QUARTER  
WORK ON SURVEY HAS STARTED. EXPECTED COMPLETION DATE DECEMBER 12, 1987.  
14 CANADIAN COMPANIES PARTICIPATED AT THE NATIONAL STAND. ON-SITE SALES WERE \$370,000 CDN. PROJECTED SALES 4.9 MM. REPORT SUBMITTED.  
REPORT COMPLETED. DISTRIBUTION WILL TAKE PLACE EARLY IN JANUARY 1988.  
CDN \$ 2.7 MILLION ON-SITE SALES AND CDN \$ 16.3 MILLION SALES PROJECTED FOR COMING 12 MONTHS. 56 AGENCY AGREEMENTS APPOINTED AND PENDING. (SEE ALSO BUSINESS ACTIVITY FORM).