

advisable to start with the director of purchasing or his equivalent and, through him, meet the proper buyers. Advance notification in this case is also suggested.

A complete presentation on the first call is important. This should include literature, specifications, samples if possible, and all the price, delivery and quality-control information a buyer needs to evaluate your capabilities against his current sources. Many buyers keep up-to-date records on their suppliers. A favourable impression is made if a résumé including the following can be supplied at the time of the first visit:

- vendor's name, address and telephone number;
- name, address and telephone of local representative, if applicable;
- date established;
- size of plant;
- number of employees;
- principal products;
- location of plant;
- description of production facilities equipment;
- description of quality-control facilities and procedures;
- transportation facilities;
- approximate yearly sales volume;
- list of representative customers;
- financial and credit rating.

However, before visiting this territory we suggest that you write to the Canadian Consulate General Commercial Division, 15 South Fifth Street, Minneapolis, MN 55402, USA, to obtain some preliminary information on opportunities existing there. Your letter should contain the following information:

- 1) a summary of your past experience in this market territory;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but also c.i.f. Minneapolis or an American port of entry;
- 4) delivery time scheduling from date of receipt of order;
- 5) warranty offered;
- 6) rate of commission to manufacturer's representative or percentage discount structure for a distributor.