

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system

In support of Canadian exports in this sector/sub-sector the mission is currently engaged in activities which include:

Activity: FOLLOW-UP WITH MANUFACTURERS ASSISTED IN FINDING REPS 88-89
Expected Results: \$1,000 EXPORT SALES

Activity: FOLLOW-UP W/BUYERS WHO ATTENDED TOR/MONT FURN MKTS IN 1988
Expected Results: \$500,000 EXPORT SALES

Activity: CONTINUED CONTACT WITH CON MANUFACTURERS AND REPS
Expected Results: ESTABLISH NEW BUYING CONTACTS

For the next fiscal year, the mission is planning to undertake the following new export support initiative(s) in this sector/sub-sector:

Activity: IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY
Expected Results: INCREASE MARKET FOR HOUSEHOLD 10%

Activity: RENEWAL OF CONTACTS W/STATE FURN SALESMEN'S ASS. TO IDENTIFY

Activity: SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS
Expected Results: INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%