REPT4D 90/06/26 QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM AT MISSIONS ABROAD FOR FISCAL YEAR 89 FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

SECTOR :013-CONSUMER PRODUCTS & SERVICES UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

SUB-SECTOR: APPAREL (CLOTH, FUR, SHOES) TEXT

FOLLOW-UP W/BUYERS WHO ATTENDED FEST OF CDN FASH.& MONT PRET \$20,000 EXPORT SALES

IDENTIFICATION OF AGENTS AND RETAILERS \$500,000 EXPORT SALES

IDENTIFICATION OF MAJOR RETAILERS 10% INCREASE IN SALES

IDENTIFICATION OF NEW AGENTS AND DISTRIBUTORS 10% INCREASE IN SALES

LETTER OF INVITATION TO VISIT CON EXH AT SUPER SHOW ATLANTA

SUB-SECTOR: FURNITURE & APPLIANCES

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

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

CONTINUED CONTACT WITH CDN MANUFACTURERS AND REPS ESTABLISH NEW BUYING CONTACTS

IDENT APPROP BUYERS IN THE MAJOR FURN RETAILERS IN TERRITORY INCREASE MARKET FOR HOUSEHOLD 10%

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

SERIES OF CALLS ON SELECTED OFFICE FURNITURE DEALERS INCREASE MARKET FOR OFFICE FURNITURE BY APPROXIMATELY 10%

ANTICIPATED RESULTS:

A DESCRIPTION OF TRANSPORT OF TRANSPORT

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