

Suggested Marketing Approach:

A four-phase marketing approach is suggested;

PHASE I: (Asia)

Since the two most likely customers appear to be Turkey and Malaysia, it is suggested that the first marketing effort be directed at them and at the same time, visit those FAIR-rated countries in that general South West Asia/Eastern Europe area.

Targets:

Greece, Malaysia, Pakistan, Singapore, Thailand and Turkey.

Time Required:

Two Weeks

Participants:

Team B (3 persons)

Cost:

\$25,000.

Note: Saudi Arabia is already being addressed in a separate SJSL initiative.

Phase II: (South America)

In a similar Marketing Review on the Maritime Coastal Defence Vessel, South American navies were identified as having the best marketing potential. This Phase should integrate with the MCDV marketing team.

Targets:

Argentina, Brazil, Colombia, Mexico, Peru, Uruguay and Venezuela.

Time Required:

Two weeks (15 days)

Participants:

Team A, if combined with the MCDV team or Team B if conducted independently.

Cost:

Team A = \$5,000.

Team B = \$15,000.