

- Describe consumer spending on clothing in your market i.e. Is the strength of your market in low, medium or high-end fashion apparel. Is the style of dress in your territory more casual or formal.

Style of clothing worn in this country includes dress and casual, with emphasis on conservative, moderately-priced fashions. Consumers in this market are value-conscious in their expenditures vis-a-vis domestic goods. In general they tend to be more practical than luxurious.

- Are you aware of marketing practices employed by our competitors to capture "shelf space".

No such practice exists.

- Are there opportunities for contract manufacturing (e.g. where the Canadian manufactured goods are produced for a retailers label such as Sandors of St. Louis).

None, due to very low domestic production costs.

MAJOR BUYERS

- List important clothing retailers, boutiques, other buying offices (e.g. those agencies that do the buying at international shows for smaller retail chains and outlets), mail order catalogues/houses. If number is large, list top 10 to 15.

Stores and boutiques

Womenswear

Juana Marulanda / Carrera 16 No. 90-69, Santafé de Bogotá, Colombia / Tel. (571) 256-8228.

Cabaret Boutique / Carrera 15 No. 88-94, Santafé de Bogotá, Colombia / Tel. (571) 236-5097.

Margarita de Wolf / Calle 60 No. 9-08, Santafé de Bogotá, Colombia / Tel. (571) 235-4131 / 256-6492.

Rango Modas / Carrera 11 No. 94A-60, Santafé de Bogotá, Colombia / Tel. (571) 611-0307 / Attn. Mrs. Pilar Aznar, Owner.