PEPTAD 90/01/23

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

015-CONSTRUCTION INDUSTRY UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES

DIRECT SALES OF \$75,000 AND PROJECT I YR SALES \$300,000.

ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE

SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS IMPROVED COUNSELLING TO CON BUILDING MATERIALS SUPPLIERS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepared proposal for FLBMDA show, Sept.89, and commenced organization.

2.Commenced Canadian coy recruitment.

1.Proposal approved.

2.Contacted 30 coys: sent extensive info on Florida market, dealer and retailer contacts.

3. Recruited 2 coys, thus far.

QUARTER: 2 ----

QUARTER: 4 ----