

POST : 431-HELSINKI

013-CONSUMER PRODUCTS
FINLAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

LEISURE PROD. TOOLS HARDWARE

IN-STORE PROMOTION OF CANADIAN SPORTING GOODS.

SOME INCREASE IN SALES.

ANNUAL RECEPTION FOR MAJOR DISTRIBUTOR OF CANADIAN SKATES AND
HOCKEY EQUIPMENT TO WHICH MOST IMPORTANT BUYERS AND SPORTS
JOURNALISTS ARE INVITED.

REGAINING MARKET SHARE OF HOCKEY SKATES AND
EQUIPMENT.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 PROMOTION OF CANADIAN SPORTING GOODS.

VISITED ISPO 88 SPORTING GOODS SHOW IN MUNICH
TOGETHER WITH FINNISH BUYERS IN ORDER TO INTRO-
DUCE NEW CANADIAN EXPORTERS TO THEM. AT LEAST 3
NEW CONTACTS WERE ESTABLISHED. IN 1987 IMPORTS
OF CDN SPORTING GOODS DOUBLED.

QUARTER: 4 IN-STORE PROMOTION OF CANADIAN SPORTING GOODS.
ANNUAL RECEPTION FOR MAJOR DISTRIBUTOR.

PROMOTION NOT HELD DUE TO INSUFFICIENT INTEREST
ON PART OF CANADIAN FIRMS AND FINNISH IMPORTERS.
RECEPTION NOT HELD DUE TO DISTRIBUTORS REORGAN-
IZATION.