

REPORT 4
88/03/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

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POST : 601-BOSTON

005-COMM. & INFORM. EQP. & SERV
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

EXPAND MARKET INTELLIGENCE OF NEW ENGLAND FIRMS PURCHASING THIS
EXPERTISE ALONG WITH IDENTIFYING THE COMPETITION, BOTH DOMESTIC
AND FOREIGN

PUBLISH NEWS BULLETIN ON THE ELECTRONIC INDUSTRY, MAJOR PROGRAMS,
CONTRACT AWARDED AND ORGANIZATIONS INVOLVED.

CONTACT LOCAL AGENTS AND MANUFACTURERS REPS. WITH LISTING OF CDN
FIRMS LOOKING TO PENETRATE THE TERRITORY.

ANTICIPATED RESULTS:

EXPAND THE PARTICIPATION OF CANADIAN FIRMS IN
THE NEW ENGLAND MARKET.

ABILITY TO TARGET THEIR EXACT MARKET NICHE,
ABILITY TO DIRECT THE MKTG FUNCTION AT
SPECIFIC ELECTRONIC FIRMS AND NOT THE
INDUSTRY AS A WHOLE.

INCREASE THE NUMBER OF CDN FIRMS IN THE
MARKETPLACE WITH QUALIFIED REPRESENTATION.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 GIVEN THAT RESULTS WERE INSUFFICIENT IN THAT
PRIORITY SECTOR, PRESSURES WERE PUT ON THE
COMMERCIAL OFFICER TO IMPROVE PERFORMANCE.

QUARTER: 4 -----

QUARTERLY RESULTS REPORTED:

PERFORMANCE DID NOT IMPROVE & OFFICER SUBMITTED
HIS RESIGNATION.