

Spanish capability in your company is very useful.

- e) When samples are requested, they should be promptly dispatched with a certificate of analysis.
- f) Enquiries from buyers must be immediately answered.
- g) Shipments should conform with samples and delivery schedule on which basis the order was placed.

3.6. CONCLUSIONS.

The import of processed and non-processed food goods to Venezuela, requires the closest collaboration between exporters and importers to establish bonds of trust and mutual advantage. Consumers and distributors are aware of the good quality and image of Canadian food goods. However, this is a very difficult and competitive market for new suppliers who must compete with traditional ones in the U.S. and Europe, and satisfy importers on the following key elements: Price, Quality, Consumer Service and Financial Facilities.

3.7. VENEZUELAN MARKET FACTS:

- TOTAL POPULATION: 21,7 MM

- TOTAL HOMES: 4,0 MM

- SOCIO-ECONOMIC STRUCTURE:

HIGH INCOME:	1.0 %
MEDIUM INCOME:	21.0 %
LOW INCOME:	36.0 %
POOR INCOME:	42.0 %
TOTAL:	100.0%