GLOBAL MARKET OPPORTUNITIES REVIEW

NAVAL SYSTEMS

ANNEX E Targets: Belgium, Denmark, Marmay and (olaA) :1 38AM9

INTERNATIONAL MARKETING PLAN Since the two most likely customers appear to be Turkey ond Malaysia, it is suggested that Shaaftrat marwatingoeffeet be

As noted in the Market Prospects section and Annex D, there is a potential market, however, this potential will have to be verified by an actual visit to the prospective country by a technically competent group.

Marketing Teams:

It would appear that there is a requirement for three marketing teams;

Team A:

One government person, technically competent in discussing naval technical matters.

Team B: t besserbbs pried voseris at siders ibus2 :etof

A fact-finding team of three persons who could conduct preliminary technical discussions.

- Government (DND/GSC/ISC/EAITC)
- Industry = Design/ shipbuilder
- Industry = Combat system integrator the best marketing potential. This Phase should integrate with the MCDV marketing team.

Team C:

A technical team of some 6 persons who could participate in full technical discussions on the customer's project. This team would act as a followup team to those countries identified as having immediate potential.

- Government	= DND	
- ,,(aya)	= GSC/ISC	
- Industry	= Shipbuilder	
- ,,	= Designer	
bined, with the	= Propulsion	
ucted, (ndepende	= Combat Systems	Integrator

E-1