

GLOBAL MARKET OPPORTUNITIES REVIEW

NAVAL SYSTEMS

ANNEX E

INTERNATIONAL MARKETING PLAN

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:

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

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 follow-up team to those countries identified as having immediate potential.

- Government = DND
- " = GSC/ISC
- Industry = Shipbuilder
- " = Designer
- " = Propulsion
- " = Combat Systems Integrator