

REPT4D
89/12/05

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

015-CONSTRUCTION INDUSTRY
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ORGANIZE & IMPLEMENT 3 PROMOTIONAL EVENTS TO EXPAND EX.SALES
ACQUIRE SIXTY NEW CONTACTS (AGENTS, REPS, ETC.), ACHIEVE
IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS
IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS

DIRECT SALES OF \$75,000 AND PROJECT I YR SALES \$300,000.
SEEKING TO APPROPRIATELY MARKET THEIR PRODUCTS IN TERRITORY.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1.Prepared proposal for FLBMDA show, Sept.89,
and commenced organization.
2.Commenced Canadian coy recruitment.

1.Proposal approved.
2.Contactd 30 coys: sent extensive info on
Florida market, dealer and retailer contacts.
3.Recruited 2 coys, thus far.

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----