

POST : 531-WELLINGTON

013-CONSUMER PRODUCTS
NEW ZEALAND

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

JEWELRY & GIFTWARE

SURVEY OF GIFTWARE MARKET IN NEW ZEALAND

PUBLICIZE RESULTS OF MARKET SURVEY TO CANADIAN SUPPLIERS

PROVISION OF INFO ON CDN SOURCES OF SUPPLY TO N Z INDUSTRY.

LEISURE PROD. TOOLS HARDWARE

ADVISE NEW ZEALAND IMPORTERS OF CANADIAN CAPABILITIES

DISTRIBUTION OF SURVEY QUESTIONNAIRE TO DELIVEATE N Z REQUIREMENTS
FOR SUBSEQUENT DISTRIBUTION TO CDN SUPPLIERS.

FURNITURE & APPLIANCES

ADVISE LOCAL IMPORTERS OF CANADIAN CAPABILITY

DELIVEATION OF N Z FURNITURE REQUIREMENTS AND COMPLETION OF
REQUIREMENTS OF SURVEY FOR DISTRIBUTION.

INFO ON MARKET OPPORTUNITIES

INCREASED AWARENESS OF OPPORTUNITIES
IN NEW ZEALAND

ELEVATE PROFILE OF CDN SUPPLIERS.

DOUBLE CANADIAN MARKET SHARE IN 3 YEARS.

INCREASED AWARENESS OF SUPPLY/DENAND OPPOR-
TUNITIES.

INCREASE CANADA'S MARKET SHARE TO USA
POSITION.

BETTER IDENTIFICATION OF MARKET OPPORTUNITIES
FOR CDN SUPPLIERS.

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 PREPARATION OF LIST OF BUYERS TO ATEND TOR
JEWELLERY SHOW.

PARTICIPATION IN SHOW CANCELLED DUE TO
SHORTAGE OF TIME.

QUARTER: 2 CONDUCT MARKET SURVEYS AND COMPLETE REPORTS ON
TEXTILE, TOYS, FURNITURE AND HARDWARE.

ALL SURVEYS ARE COMPLETE. REPORTS ON ALL HAVE
BEEN FORWARDED TO OTTAWA AND TO TRADE ASSOCIA-
TIONS.

QUARTER: 3 -----

QUARTER: 4 -----