

REPT4D
90/06/26

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

52

POST :605-DETROIT

SECTOR :013-CONSUMER PRODUCTS & SERVICES
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

PROMOTE & REVIEW CDN PRODUCTS AT NATIONAL SPORTING GOODS ASS
NEW AGENCY AGREEMENTS - I.E. EXPANDED REPRESENTATION FOR CDN

PRODUCTS.

DEVELOP NEW PROGRAM FOR CDN PRODUCTS - INTRODUCTORY DAYS
CREATE PROFITABLE OPPORTUNITY FOR CDN CONSUMER PRODUCTS TO

PENETRATE.

CONTINUE TO UPGRADE CONTACTS IN TERRITORY
MAINTAIN CURRENT LEVELS OF CONTACTS FOR INCOMING MISSIONS &

MARKET INTELLIGENCE FOR NEW EXPORTERS.

DEVELOP MARKET STUDY ON RETAIL TRADE IN TERRITORY

TRACKING:

ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 1) Hosted solo show for In-line Systems
Furniture of Toronto at Congen.
2) Recruited 17 dealers & interior designers
to attend IIDEX shows in Toronto.

1) 30 designers and specifiers attended to
view products.
2) Resources were used to Charter Bus so Post
could increase buyers quota.

QUARTER: 4 Recruited two buyers for the Toronto Furniture
Mart and sent them to Toronto for show, Jan.
14-17/90.

On-site sales by the two buyers totalled
\$30,000 with projected 12 month sales of
\$150,000.