

MARKET STRATEGY:

Before any firm decides to explore a given market, it should carefully do its homework. The first element to consider is the availability of resources (time and money) to export. Deciding to export is a commitment which should not be made lightly. Once the decision is made, the first criteria to consider is geographic proximity from the exporter's plant. The potential exporter should then consider how big (population) an area he is able to supply without damaging his home market or having to indicate to potential export clients that he does not have the capacity to fulfill their needs. The daily cost of doing business (hotel/meals) is estimated to be \$86 US/day in Buffalo; \$90 US/day in Rochester; and \$87 US/day in Syracuse (February/87). To help you do your homework, the attached annexes will provide you with a range of useful data and addresses:

- I. -State of New York Map
- II. -Mileage Chart
- III. -Areas of Responsibilities for each officer
- IV. -Useful Addresses
- V. -Key Trade Statistics
- VI. -Population Centres/Major Employers
- VII. -U.S. Customs Brokers
- VIII. -Typical Marketing Areas/Manufacturing Representatives Info
- IX. -Upstate New York Trade Shows
- X. -Warehouses in the Buffalo area

TARGET MARKET:

For Upstate New York, it is particularly evident that the Route 90 corridor (290 miles) between Buffalo and Albany comprises a very sizeable market with population basins of 1.2 million (Buffalo), 1 million (Rochester), 0.6 million (Syracuse), and 0.3 million (Utica-Rome). This Route 90 corridor is also an excellent training market in preparation for some of the larger eastern cities. Each potential exporter should be able to measure his strength and not exceed his capabilities. Just as an illustration, the population of Massachusetts and New York combined exceeds that of Canada!

MARKET EXPLORATION:

Once your homework is done (including export prices in U.S. funds at a given port-of-entry), we suggest you call on the Canadian Consulate in Buffalo for further marketing tips and introductions to potential brokers, warehousemen, distributors, or retailers depending on your particular needs. Our very close contact with U.S. Customs, U.S. Food and Drug Administration and the U.S. Department of Agriculture could also prove most helpful for your firm. We have on hand a staff of two Canada based trade commissioners and four locally engaged commercial officers.

We look forward to serving you.

George H. Musgrove
Head of Consular Post
and Consul

Carl A. Rockburne
Consul and Trade
Commissioner