

may provide better results than a single company acting individually is able to achieve.

It is our opinion and the opinion of many industry sources we consulted that a California based marketing organization will more readily be able to perform the task of selecting the appropriate distributor for individual machines or ranges of machinery. The fact that there is such an arrangement will provide distributors with suitable reassurance of the manufacturer's backing and increase potential sales substantially. Far more sales could be made over any given period. Some of the advantages of operating a marketing office are:

- It is possible to monitor the activities of distributors or other selling organizations effectively and to call on them regularly. Regularly scheduled marketing visits will assist distributors in their selling activities. Technical assistance can be close to hand when they require it.
- It is possible for the Canadian company to replace ineffective distributors quickly and minimize sales loss. At the same time, it will be possible to foresee the need to increase the number of distributors in some instances.
- Customers will respond to the Canadian presence in the market; increased sales will result from the knowledge that the parent company is taking the market seriously. A marketing office can also simplify the question of stocking spares and service.