REPT4D
90/01/23

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	DIRECT SALES OF $75,000 AND PROJECT I YR SALES $300,000.
IDENTIFY THE VARIOUS MARKETING/DISTRIBUTION CHANNELS IMPROVED COUNSELLING TO CDN BUILDING MATERIALS SUPPLIERS	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.Contacted 30 coys: sent extensive info on Florida market, dealer and retailer contacts. 3.Recruited 2 coys, thus far.
QUARTER: 2 -----	
QUARTER: 3 -----	
QUARTER: 4 -----	