

REPORT 4
88/10/21

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 88
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 619-ATLANTA

016-INDUSTRIAL MACHIN, PLANTS, SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK OF BOTH CANADIAN SUPPLIERS AND S. E. U. S. A. AGENTS, DISTRIBUTORS, REPS, ETC.

DETERMINE IF RESULTS PROJECTED IN ACTIVITIES UNDERTAKEN IN 87/88 WERE ACHIEVED.

ORGANIZE AND IMPLEMENT FIVE PROMOTIONAL EVENTS AS APPROPRIATE TO EXPAND EXPORT SALES AND INTRODUCE NEW CANADIAN COMPANIES TO THE S. E. U. S. A. WAS SET.

UNDERTAKE BRIEFING (WORKSHOPS) AT POST BETWEEN U. S. END USERS, REPS, ETC AND CANADIAN FIRMS TO INCREASE AWARENESS OF MARKET NEEDS.

IDENTIFY AND MEET WITH NEW POTENTIAL BUYERS TO DETERMINE PROJECTS AND OPPORTUNITIES.

GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN. DIRECT SALES \$300,000.

REPORT \$400,000 SALES.

ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION.

FIVE WORKSHOPS.

INCREASE AWARENESS OF CANADIAN CAPABILITY AND DETERMINE NEW AREAS OF ACTIVITIES.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 -----

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----

REPORTED SALES

MARKET SHARE

NEW CONTACTS

SALES GROWTH

MARKETING EXPENDITURE

PERFORMANCE

COMPARISON

CONCLUSIONS

RECOMMENDATIONS