

REPT4D  
89/12/05

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

48

POST :605-DETROIT

013-CONSUMER PRODUCTS & SERVICES  
UNITED STATES OF AMERICA

PLANNING:

ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

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 -----

QUARTER: 4 -----