
The captioned story captures the essence of supply marketing. A manufacturer approaches a trading company not merely to "sell" abroad on occasion but rather to develop a lasting presence in foreign markets. The challenge offered to the trading company has a broad focus which includes:

- finding, selecting and evaluating potential clients;
- identifying their needs and product adaptation requirements;
- mastering their business customs, building an atmosphere of trust and respect; and
- developing a market entry strategy together with distribution support and promotion.

Overseas Projects and Beam Canada have both profited from their partnership. In return for the rights to market Beam products, Overseas Projects supplies experience, foreign contacts, market knowledge and seed money for development. It adapted Beam products to meet foreign market demands and then designed and implemented a complete marketing campaign and distribution system at minimal cost to the manufacturer.

This arrangement allowed Beam Canada to gain major export sales while keeping its own capital intact for development in Canada. A significant number of Beam products have been sold abroad by Overseas Projects — a major international contribution by a trading company to a Canadian supplier.

Demand Sourcing

Under the supply marketing mode, trading companies respond to requests originating with Canada-based producers; in demand sourcing they respond to demands for Canadian products from foreign-based clients. Buying houses that source on behalf of offshore clients, and export merchants and agents that respond to requests from foreign clients, both operate under the demand sourcing mode.