

[CITEM, October 06, 1995]

GUIDELINES FOR PARTICIPATION IN IN-STORE PROMOTION PROJECTS

Background

In-store promotions have been an avenue not only in the promotion of Philippine products but also of Filipino culture. It is a consumer-oriented promotional tool which uses an intensive media campaign to build up the image of the country. Through the years tie-ups with various department stores have been a success. Participation in in-store promotions is an opportunity to showcase Philippine products thereby resulting in export sales and establishment of business relation with the foreign retail outlet.

A

Campaign for Participation

As soon as CITEM receives the confirmation from the department store of their interest to stage an in-store promotion, buying missions will be scheduled to source out the merchandise for the promotion. CITEM exposes them to a wide range of Philippine products through the arrangement of business meetings, factory visits and through attendance in the trade exhibitions held in Manila.

B

Selection of Suppliers by the Store

CITEM arranges the business meetings of the buyers with manufacturers of various product lines, depending on the interest of the buyers. The stores usually follow a certain theme in the promotion.

Suppliers will be chosen by the store's buyers depending on their requirements and from among the companies that they initially met. Further negotiations will be undertaken.

C

Confirmation of Orders

Confirmation of orders are done through a buying agent or through direct issuance by the store of letters of credit (LC). The follow-up of orders, quality control, inspection and delivery requirements are handled by the appointed buying agent.

As soon as CITEM receives the confirmation of orders through the buying agent, the exhibitors will be notified on the payment of participation fees.