



FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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Attention: Business Editors

For Immediate Release

SEVEN REASONS FOR EXPORTING OUTLINED

AT WATERLOO LUTHERAN UNIVERSITY SEMINAR

Seven good reasons for entering the export market and some sound tips on making a success of the venture were outlined last night by two officials of Atlas Steels Company, Welland.

The advice came from Allan Orr, vice-president sales and marketing; and. J. N. Kendall, manager, market and commercial research of the steel firm, at an export management seminar for businessmen at Waterloo Lutheran University.

Mr. Orr gave these reasons for taking the plunge into exports:

1. To increase profit dollars, the blanket over-all reason.
2. To justify a production facility whose minimum economic size has capacity far beyond the needs of the domestic market.
3. To level out production schedules and increase profitability in domestic markets through overhead absorption.
4. To achieve outlets for byproduct production or second grade quality in less sophisticated markets.
5. To gain foreign currency to balance the books.
6. To create a market for a proposed manufacturing operation to be established later.
7. To exploit a short-term advantage to the fullest.

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"By and large, these are the main reasons for considering export," Mr. Orr said. "Each requires a special set of tools, advantages, built-in edges or needs to make a practitioner successful."

He added that there is a best way of attacking each situation and a philosophy of business that must be established and understood.

"Finally, and most important of all, you need an inventory of opportunities available and requirements of the market. You then must equate this in terms of your strengths and develop the plan."

Mr. Kendall said constant research is a necessity for firms hoping to make a success of export trade. Sometimes market data is scattered and difficult to obtain.

"Remember that there is no such thing as a mass export market," he said. "Each country is unique, with a variety of languages and customs. In the last 10 years, however, a significant amount of money has been spent in identifying market factors."

As a result, he said, the "guess" part of many export decisions can be reduced to meaningful proportions and a firm can reasonably expect to enter the field and make a success of it.