

Distribution Task Force:

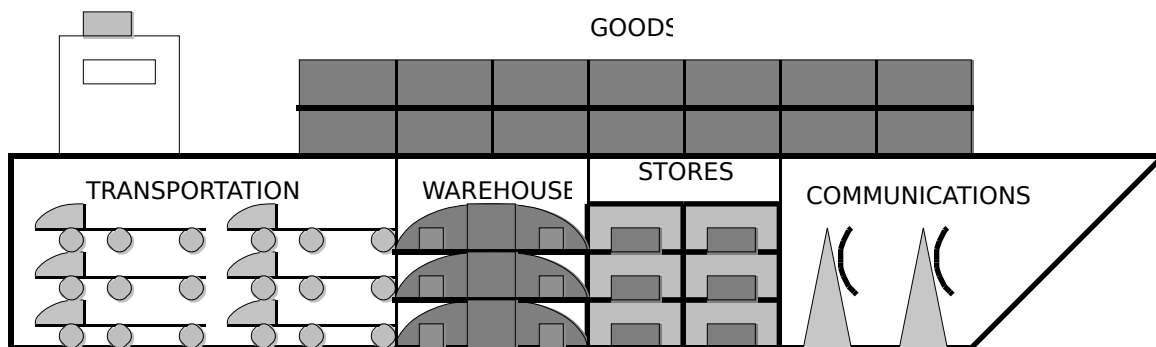
A Private Venture for Geographic Specific Marketing

By Alan R. Sims

The major problem that many companies experience in a foreign market is the existing distribution system for their goods or services. If we could use some imagination, and try to institute a distribution system in 30 days, How would you go about accomplishing that task? For the most part, I would start the system from scratch. Yes, I would plan to have a distribution system in place for my goods our service within the 30 days

The Initial Plan

The requirements for you private venture Task Force is assembling a group of companies to support sending a **Container Ship(s)** loaded with goods, transportation, temporary warehouses, temporary retail stores, and telecommunications equipment to the port of entry for your foreign market.



The appeal to your foreign market partners is the rapid deployment of goods and services from a reliable distribution system. The wholesale market providers are able to establish new and dependable export sales around this concept. Other "Task Force" partners are able to have returns on their investments when the distribution infrastructure is purchase by foreign business.

The Task Force Elements

Someone will have to take charge of the private venture so I will use an international trade management group because they will have some experience with this type of scheme.

One of the first tasks, is to determine a suitable project that would fit into a distribution project. Let's take the Soviet Union and the distribution system for state grocery stores. Most of the trade experts have predicted not all the crops will make the current distribution channels. So we will propose to the appropriate foreign capitalist a complete system for a private grocery chain that will be up and running within 30 days of customs clearance.

Now we have a commitment from a buyer for the private grocery stores. A small problem may develop on the type of payment and terms, but we are assuming for this exercise that your buyer has cash. We are ready to make multiple solicitations for the ship, goods, portable buildings, and communications equipment.

The geographical area covered by this project is determined with your foreign partners. Some demographic limiters will effect the placement of your retail locations. The portable warehouses should be close enough to a grocery store that any out of stock item will be available the next working day.

The temporary buildings and portable communications systems will serve until the permanent structures are implemented. This type of local commitment provides new geographical expansion with your temporary buildings, and gives valuable hands-on training to the domestic staff before their retail stores is completed.

Specifications

SHIP

The transport vessel or vessels are made up of a container ship, vehicle ship, and bulk cargo ship.

GOODS

Nonperishable provisions and consumer related products.

TRANSPORTATION

Trucks with trailers that will transport sea going storage containers. Other business transportation.

WAREHOUSE

Portable structures that can contain and secure goods, motor pool, dormitories, and corporate office.

STORES

Portable structures that will accommodate 200 - 300 customers per hour. Will contain all retail electronics for reporting sales and inventory control.

COMMUNICATIONS

The distribution system will need communications between retail and warehouse locations.

OPPORTUNITY

This private opportunity is available to you. I would not be surprised if someone has already planned to do this type of venture. Many industries and private individuals can put together their own plan to compete in the global market.

The experts say that some countries in the world will not be ready for a market economy for a long time. If you were to develop a scheme like the "Distribution Task Force," you can definitely reduce the time needed to introduce a private enterprise system.

There are risks associated with any venture. This plan could carry some unforeseen circumstances that I have not listed. So do your research, and be creative in your international planning.