

# M D M

## MARKET DEVELOPMENT MANAGERS

### ANNUAL ACTION PLAN (1997)

<b>(1) TASKS</b>	<b>(2) SUBJECTS</b>	<b>(3) ACTIONS</b>
<b><u>1.1. SALES SUPPORT (SS)</u></b>	<b><u>2.1. PRODUCTS (PS)</u></b>	<b><u>3.1. STUDY / ANALYSIS (SA)</u></b>
<b><u>1.2. PRODUCT LAUNCH (PL)</u></b>	<b><u>2.2. MARKETS / SUB-MARKETS (M)</u></b>	<b><u>3.2. TRAINING (TR)</u></b>
<b><u>1.3. CROP PROGRAMS (CP)</u></b>	<b><u>2.3. PROJECTS (P)</u></b>	<b><u>3.3. PROMOTION (PR)</u></b>
<b><u>1.4. NEW OPPORTUNITIES/ POTENTIAL MARKETS (NM)</u></b>		<b><u>3.4. COMMUNICATION (CX)</u></b> <b><u>3.4.1. CUSTOMERS (CC)</u></b> <b><u>3.4.2. FARMERS (CF)</u></b> <b><u>3.4.3. EXT. INF. (CE)</u></b>
<b><u>1.5. PROJECTS (P)</u></b>		