

# BRITISH AEROSPACE VENDOR PROFILES

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## A POWERFUL MARKETING TOOL

With the active support of the Society of British Aerospace Companies and the backing of the British Overseas Trade Board, the International Publishing Corporation, through its journal *Flight International* has launched a new service to help all British aerospace exporters, initially in American markets and later world-wide.

Known as the British Aerospace Vendor Profile Manual this new export service will present buyers with the basic facts they need on companies' resources, products, organisation and

"track record" in the market.

American buyers, commercial and government, insist on this kind of vendor-audit information before entering into contract negotiations. The Vendor Profile Manual will be a company-by-company prospectus of such information. By supplying this information in a standard form, a satisfactory introduction is made and much time and effort can be saved on both sides. The customary product catalogues and sales material do not go more than part of the way towards meeting requirements.

Complete Vendor Profile Manuals will be distributed to Governments, Air and Commercial Attaches, British Trade Development Offices and others with a professional interest in British aerospace equipment, through SBAC sources. The Society will also approve various organisations and individuals to whom the profiles may be sold.

### Publishing date

The first full volume of the manual is to be published in July 1973. Final date for acceptance of a profile entry in this volume will be the 18th May 1973.

**PROFILES OF 80 IMPORTANT BRITISH AEROSPACE COMPANIES ALREADY TO HAND.**

## HOW TO PARTICIPATE

If you wish to receive full information with a view to participation complete the form opposite and post to:

British Aerospace Vendor Profiles,  
Industry Services International Ltd.,  
Alliance House,  
3 Abbey Gate,  
Nuneaton, Warwickshire.

### British Aerospace Vendor Profile Manual

We are interested in participating in the British Aerospace Vendor Profile Manual. The Executive you should contact is:—

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone number

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date