

INTERVIEW OF PRESENT AND FORMER CUSTOMERS  
OF CANADIAN RESIDENTIAL FURNITURE MANUFACTURERS

Store Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Interviewee: \_\_\_\_\_

Canadian Manufacturer: \_\_\_\_\_

Why purchases started (or discontinued): \_\_\_\_\_

Comparison of Canadian manufacturer to other manufacturers:

Design: \_\_\_\_\_

Price: \_\_\_\_\_

Quality: \_\_\_\_\_

Service: \_\_\_\_\_

Sales Inducements: \_\_\_\_\_

Other Canadian furniture imports: \_\_\_\_\_

Advantages and disadvantages of purchasing Canadian furniture: \_\_\_\_\_

Expectations for growth or decline of Canadian purchases: \_\_\_\_\_

Import problems: \_\_\_\_\_

Approximate % of Total Sales:

Casegoods \_\_\_\_\_

Upholstered \_\_\_\_\_

Occasional Tables \_\_\_\_\_

Metal/Glass \_\_\_\_\_

All Others \_\_\_\_\_

Rank of factors influencing purchasing:

Price \_\_\_\_\_ Service \_\_\_\_\_

Quality \_\_\_\_\_ Reputation of Mfgr. \_\_\_\_\_

Design \_\_\_\_\_

Most popular style(s) in area: \_\_\_\_\_

Area consumer preference:

Fabric \_\_\_\_\_ Finish \_\_\_\_\_ Wood Species \_\_\_\_\_

Most prevalent U.S. Mfgr. purchase terms: \_\_\_\_\_ f.o.b. \_\_\_\_\_

Recent changes in terms: \_\_\_\_\_