

60 installations a year. Budget computer systems is software oriented with hardware accounting for only 45 percent of all invoiced sales. Budget operates primarily in the Western United States. The company's main customer groups are manufacturers and distributors. Seven salesmen are employed on a commission basis. Mr. Cranford did not express specific interest in any of the products covered by this study. He is, however, interested in the possibility of working with a Canadian manufacturer provided that he could increase his marketing range.

ACTU SYSTEMS

865 Linden Avenue
Carpenteria, CA 93013

(805) 684-4622

Ms. Kathy Petoauskas, Executive Administrator

Actu Systems is a computer systems manufacturer in addition to being a turnkey systems house. Products bought in to be sold with the company's turnkey systems come from Motorola, Southwest Technical and Omni Data. The company generally buys direct from the manufacturer. Actu services the equipment itself except in the case of damaged units when the expected level of service support from supplying manufacturers consists of the immediate replacement of returned products. Actu completes approximately 300 installations a year at the average price of \$12,000. The company's market territory consists of the U.S. and Canada and Ms. Petoauskas said that Actu concentrates exclusively on small to medium size retail business applications. Actu currently employs five commissioned salesmen.

Ms. Petoauskas expressed an interest in learning more about Canadian board level products, graphic, business and scientific software and 8 and 16 bit Canadian bit microcomputers. Actu has so far only sold products in Canada; it has no Canadian suppliers. Ms. Petoauskas could be interested in the possibility of working with Canadian manufacturers. She would also be interested in any educational seminars on Canadian products. Like many of the companies interviewed for this study, Actu has experienced serious frustration and delay when dealing with Canadian customs. Ms. Petoauskas mentioned week delays were typical and that resulting storage charges which the company had incurred because of "necessary paperwork" have been excessive. Ms. Petoauskas compared the midwestern U.S. market with the Canadian market for her company's products and found Canada traditionally conservative saying that Actu's turnkey systems did not sell amongst Canadian small businesses as they do in the Midwest, an area which is also traditionally conservative.

FARM PLAN COMPUTER INC. SYSTEMS

1055 Sunnyville Saratoga Road
Sunnyville, CA 94087

(408) 746-0636

Mr. Milo Tenney, President

Equipment sold in Farm Plan turnkey systems con-

sists of Apple computers and Texas Instruments. Farm Plan concentrates exclusively on business management systems for farmers and business users. The company has only been in operation since February 1982 but completed 300 installations in its first year of operation at an average installation price of \$5,000. The company purchases the equipment it needs directly from a manufacturer and Mr. Tenney said that he is currently experiencing delivery problems with Apple. Farm Plan takes care of most service problems in its own service department and only refers to the original equipment manufacturer in case of serious equipment breakdown. 60 percent of the company's invoice sales consist of hardware at present. Farm Plan operates nationally in the United States and also in Canada. The company employs one full-time salesman and operates with an additional 50 commission salesmen. Mr. Tenney expressed an interest in learning more about Canadian peripheral controllers, graphic, business, scientific and word processing software, and 8 and 16 bit microcomputers. He could be very interested in investigating some form of joint marketing effort with a Canadian manufacturer and would be interested in attending government seminars to learn more about Canadian capabilities generally. Mr. Tenney claimed his company had already dealt with Canadian companies in the past and had been fairly satisfied with the results but did not name the company or companies involved. Like many turnkey systems operators who specialized in a clearly defined area, Mr. Tenney only attends those trade shows which have a specific bearing on his industry, i.e. agricultural trade shows.

FORTH INC.

2309 Pacific Coast Highway
Hermosa Beach, CA 90254

(213) 372-8493

Ms. Elizabeth D. Rather, President

Forth Inc. has been in operation since 1973. The company specializes in software packages, system house work and consulting. Equipment sold for inclusion in turnkey systems include DEC, ABEL, Plessey, Grinnell, Periteck and others. The number of installations completed annually is quite restricted but the company's sales volume is in excess of \$1.3 million. Forth Inc. concentrates primarily on scientific and industrial applications. The company operates with two salesmen plus two commission salesmen. Ms. Rather expressed an interest in learning more about STD bus, peripherals and 8 and 16 bit microcomputers. Ms. Rather would be interested in hearing from any Canadian companies with products to offer in these categories. She would also be interested in working with Canadian manufacturers on a reciprocal basis providing they could offer Forth software for sale in Canada. The company does have a representative in Canada. Ms. Rather claimed that slow mail service to Canada impeded business prospects.