

INTERVIEW OF NORTHWESTERN U.S.

NAME: _____ DATE: _____

ADDRESS: _____

INTERVIEWEE: _____

CANADIAN FURNITURE MANUFACTURERS: _____

IF NONE, WHY AND WOULD YOU CONSIDER: _____

COMPARISON OF CANADIAN TO U.S. FURNITURE:

DESIGN: _____

PRICE: _____

QUALITY: _____

SERVICE: _____

SALES INDUCEMENTS: _____

IMPORT PROBLEMS _____

SOURCE OF CANADIAN FURNITURE PURCHASES: _____

EXPECTATIONS FOR GROWTH OR DECLINE OF CANADIAN PURCHASES: _____

ATTRIBUTES OF CANADIAN FURNITURE: _____

AREAS WHERE IMPROVEMENT DESIRED: _____

TOTAL NUMBER OF LINES CARRIED: _____

SOURCE OF U.S. FURNITURE PURCHASES: _____

APPROX. % OF SALES:

RANK OF FACTORS INFLUENCING PURCHASES:

CASEGOODS _____

PRICE: _____

SERVICE: _____

UPHOLSTERED _____

QUALITY: _____

REPUTATION OF MFGR.: _____

METAL/GLASS _____

DESIGN: _____

OTHER: _____

DINETTES _____

OTHER _____

VOIDS IN EXISTING PRODUCTS LINES: _____

OTHER IMPORTS _____