

As specified in the "Terms of Reference:", major emphasis was placed on medium- to small-volume purchasers. However, we did not entirely neglect the high-volume retailers because their input could be most useful in formulating our conclusions and recommendations. Three of the interviews were with retailers who operated from 12 to 16 stores. Examples of the type furniture stores interviewed are shown in Exhibit VI.

Since we did not want to distort the statistical analysis of the interviews, our one interview with a national retailer-- J.C. Penney Co.--was somewhat tempered in the final analysis. We did not include Penney's multitude of stores in our final tabulations. This conservative approach makes the total number of stores represented in the interviews less impressive, but it does provide us with a more meaningful and representative evaluation. The breakdown of the number of stores represented in the interviews is shown below:

<u>Number of Stores in the Organization</u>	<u>Number of Interviews</u>
1*	38
2	7
3	7
4-6	3
12-16	<u>3</u>
Total	58

*J.C. Penney Co. classified in a one-store-category for reasons enumerated above.