

## I. INTRODUCTION

A. Objectives. Hayes/Hill Incorporated was commissioned by the USA Trade and Investment Development Bureau Department of External Affairs, Government of Canada, to conduct an "Analysis of Market Opportunities for Selected Canadian Residential Heating Equipment in the Northeast United States".

1. The purpose of this investigation was to assist a select group of Canadian companies, which manufacture a variety of residential heating equipment, to identify and capitalize on potential export opportunities.
2. Specifically, the objectives of this engagement were:
  - o To give an overview of selected segments of the United States Residential Heating Industry in terms of market supply and demand, industry structure, cost considerations, and the competitive environment.
  - o To determine and evaluate the market potential and opportunities for Canadian manufacturers of selected residential heating equipment in the Northeast United States.
  - o To identify factors relevant to the development of appropriate industry/company market segments from the perspective of a Canadian company.
3. At the outset of the project, the physical boundaries of the study were established as the ten (10) states in the Northeastern corridor of the United States and included: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, and Ohio.