

Table 2

Country of Origin	No. of Respondents Being Supplied	Average Level of Satisfaction (Max.= 5.0)
Japan	42	4.5
Taiwan	15	4.0
Singapore	8	4.4
South Korea	8	4.3
West Germany	6	3.8
Hong Kong	5	4.2

The results indicated that the overall level of satisfaction with the products and services of present suppliers was very high, and there were relatively few instances of dissatisfaction. On average, respondents gave current suppliers a rating of 4.2 out of a possible 5.0 for satisfaction. Of the 51 U.S. companies, only eight cases of dissatisfaction were noted out of the 103 importer-supplier relationships reported. Five of the eight cases identified delivery delays as the problem. In two cases, problems identified with Canadian suppliers include delay in delivery and scarcity of the product sought.

When asked why the products imported were not sourced domestically, U.S. importers gave the following reasons:

- not available in the United States (27.1%);
- lower prices (22.9%);
- supplementary supply for domestic sources (18.8%);
- superior quality (8.3%).

A large majority of respondents (68.7%) indicated that the devaluation of the U.S. dollar had resulted in increased prices for their imports of business machines, and a large percentage (35.4%) expressed an interest in learning more about Canadian products as possible alternative sources of supply. Given the importance of securing lower prices, as noted above, these observations suggest a potential opportunity for Canadian firms to replace more expensive imports from other countries, particularly Japan.