

"They haven't developed territories."

"No one has made an effort to sell me."

"We used to purchase from _____. We stopped because they lacked reps."

"I have never been approached." (Five retailers made this exact comment.)

g. Furniture Style Popularity

There is a vast difference in style preference within the study area. When one considers the sheer size of the Northwestern U.S., the existence of different style preference is not alarming. However, it should be pointed out that there is a definite difference in style preference. The eastern sector is strongly Traditional. Although the western sector shows a preference for Contemporary, Traditional runs a close second. In addition, Transitional styling is prominently mentioned as a style preference in the west. The Canadian manufacturer should keep these area preferences in mind when their U.S. marketing plan is formulated.

h. Purchase Terms in U.S.

Although three quarters of the retailers reported that the most prevalent purchase terms included a 2% discount for payment within a given number of days, over half also stated that there was a trend toward tightening credit terms. This tightening has taken the form of reduced discount, shortened discount period or reduced