

III. INTERVIEWS

Interviews were conducted with Canadian manufacturers, their customers in the greater NYC area, sales representatives of Canadian furniture firms, and retailers previously interviewed during the 1981 market study. Separate sets of questions or interview forms were developed for each of the four groups of interviewees, and are shown in the following Exhibits:

Exhibit I - Questionnaire For Canadian Manufacturers

Exhibit II - Interview of Present and Former Customers

Exhibit III - Interview of Retailers Previously Interviewed

Exhibit IV - Questions Asked of Sales Representatives

A. Interviews With Canadian Manufacturers

Manufacturers to be interviewed were stipulated in the Terms of Reference for the study. A mutually agreed upon questionnaire was mailed by the Furniture Products Division, Department of Regional Industrial Expansion, Ottawa to these manufacturers. The completed questionnaires were to be mailed directly to Ross Associates by the manufacturers. In addition to the mailed questionnaire, interviews were conducted with 15 of the manufacturers --- five in Ontario, eight in Quebec and two in western Canada. A total of sixteen questionnaires, nine forwarded to Ross Associates by the manufacturers and seven obtained via interviews, were included in the study.