

STATEMENT OF OBJECTIVES

The objectives of the study determined by the Department of External Affairs are as follows:

- To evaluate US national and specific regional markets for a variety of knock-down furniture product categories including bedroom furniture, dining room furniture, and living room furniture, concentrating on those specific products which are suitable for production in knock-down form. Products assessed for these markets could be made of wood, wood substitutes, metals, plastics, upholstery, or a combination of these materials. The specific regional areas covered include New York, Chicago, Florida, Texas, and California.
- To provide background information on consumer preferences and buying habits and to estimate future distribution, design and price trends in the industry.
- To examine distribution alternatives and distributor's requirements. To provide information on tariffs, transportation costs, pricing structures, federal or state regulations and any other matters affecting the ultimate salability of Canadian knock-down furniture in the US.
- To evaluate the level of product preparation, sales promotion, and marketing support required to launch products successfully on the US market.
- To supply effective and workable market strategies designed specifically to assist small and medium sized Canadian manufacturers to sell successfully in US markets.

DEFINITIONS

The terms knock-down (KD), ready-to-assemble (RTA), Quick Assembly (QA), Self Assembly (SA) are all in current use describing fully manufactured and finished furniture which is capable of being supplied to the ultimate consumer packaged disassembled and ready to be assembled by the consumer at home after purchase. Furniture of this type is usually packaged individually (parts for one complete piece of furniture in one carton). Exceptions are sometimes made with larger pieces such as beds where packing in one carton would make the piece too heavy or unwieldy for the consumer to transport in comfort.

There has been a great deal of controversy in the world furniture industry as to the most suitable phrase to describe the category. Some US manufacturers and retailers have shied away from the cachet