

markets and plant visits, we suggest that the Canadian manufacturers absorb the cost of transportation and living expenses for invited U.S. retailers. However, if some Canadian manufacturers choose to use the major market approach, they should prepare themselves for a long-term investment. It has been the experience of many manufacturers, that a 3 to 4 year effort is not uncommon. A quick fix is seldom achievable.

D. Chain Furniture Retailers

1. National Chains

National chains centralize their product approval to buy or the actual buying itself at one location, usually the corporate headquarters. While the numerous outlets located throughout the U.S. may in some instances place occasional orders where the product has been previously approved for purchase, these outlets do not have the latitude to select new merchandise and order it. Some of the centralized product approval and/or buying locations for several giant retailers are:

Sears--Chicago

J. C. Penney--New York

Levitz--Los Angeles

There are no national chain corporate headquarters located in the Northwestern U.S. study area.