

TABLE OF CONTENTS

1.0	INTRODUCTION	Page	1
2.0	THE MARKET FOR KD FURNITURE IN THE US		4
2.1	The US Market for Household Furniture		4
2.2	KD Furniture and Future Industry Trends		9
2.3	Reasons for the Increasing US Market for KD Products		13
2.4	Price Segmentation in the US Market		17
2.5	Market Style Segmentation		18
2.6	Assessment of Market Size for KD Furniture by Product Categories		20
3.0	RETAIL FURNITURE MARKETS IN THE UNITED STATES		22
3.1	Effects of the Lack of Market Homogeneity on Manufacturers Targeting for US Markets		25
3.2	Retail Furniture Distribution Channels in the US		26
3.3	Retailer Results from the Study Retailer Questionnaires		45 47
4.0	THE TARGET CLIENTELE FOR KD FURNITURE		59
5.0	CANADIAN MARKET PENETRATION AND IMPORTS		62
5.1	Projected 1985 Import Growth		67
5.2	Import Duties		68
5.3	Industry and Government Reaction to Increasing Imports		69
6.0	MARKET ENTRY OPTIONS, DISTRIBUTION CHANNELS, TRANSPORT, PRICING PRODUCTS FOR THE MARKET		72
6.1	Changing Retail and Wholesale Distribution Patterns		81
6.2	Product Trends		85
7.0	PREPARING PRODUCTS FOR THE MARKET		88
8.0	SALES PROMOTION		90
9.0	MARKET STRATEGIES		95
10.0	SUMMARY AND CONCLUSIONS		106