

II. INTRODUCTION

A proposal for a market study of residential furniture in the Northwestern United States was submitted to the Department of External Affairs on February 21, 1984, by Ross Associates. The project conformed to the "Terms of Reference" forwarded to Ross Associates by the Department. The study area in relation to other U.S. states and a sector division are shown as Exhibits I and II, respectively. The Northwestern U.S. market as defined for the study covers a vast expanse of land and includes the states of Washington, Oregon, Idaho, Montana, North Dakota, South Dakota, Minnesota, Nebraska and Iowa. A substantial portion of the study was devoted to statistical analysis and interviewing Canadian manufacturers and U.S. retailers.

A Pre-Project Briefing Meeting of the Steering Committee was held at the Department of Regional Industrial Expansion Regional Office in Winnipeg on April 5, 1984. Vincent R. Ross represented Ross Associates at this meeting. The purpose of the meeting was to clarify certain points in the proposal and establish the parameters of the study. Subsequent to this meeting, the Department of Regional Industrial Expansion Office forwarded catalogs and price lists of Canadian furniture companies to Ross Associates.

On May 11, 1984, a Mid-Project Review Meeting of the Steering Committee convened in Edmonton. Vincent R. Ross and James A.