

3.3 RETAILER RESULTS FROM THE STUDY

800 US retailers were mailed a specially prepared questionnaire during the course of the study. The questionnaire was designed to gather a wide range of information which included: retailers' preferences, buying habits, familiarity with ready-to-assemble furniture, need for new products, preferred payment terms, supporting literature requirements, response to potential Canadian suppliers and so on.

Total response from the mailing was 138 replies. Replies were received from a complete cross section of the retailing categories described in the previous section (3.2). The replies came from retailers located all over the United States. The results from the replies follow together with comments where these were appropriate.

Readers should also note that in addition to mailings approximately 100 telephone interviews were conducted with US retailers. Also the consultants made personal visits to Chicago, Los Angeles, San Francisco, Dallas, New York, Philadelphia, Phoenix, High Point, and Indianapolis during the course of the study to look at prospects with the different types of retailers described in section 3.2 and to examine the degree of sophistication which the retail industry has achieved in KD merchandizing