

- o U.S. manufacturers not convinced of the validity of producing KD products for the market.
- o U.S. manufacturers without the specialised plant required for cost effective and troublefree KD production.
- o A slowly emerging breed of new furniture producers in the U.S. in the main concentrating on the production of very basic items; such as low cost wall systems, and entertainment furniture. Companies in this category include: Gusdorf, Case, Affordable, Bush. Products in this category are currently being merchandized by the discount stores and some mass merchants. Typical retail prices for some of these low cost pieces are: two door full height white or wood color wardrobe with four drawers - \$99.95; six drawer low chest - \$99.95; two drawer night stand - \$39.95.
- o The gradual establishment of numerous foreign furniture lines in the U.S. market. These lines fill a hitherto unprovided need for stylish, inexpensive, clean looking "eurostyled" furniture in the market-place. Many foreign manufacturers started to supply their products in the traditional way through importer/wholesalers. A number of these manufacturers have now begun to establish their own organizations with warehousing, assembly, and selling organizations in the U.S., as a means of strengthening their presence.