16. Which trade publications do you read?

- 14.3%   do not read any
- 8.6%   did not answer
- 77.1%   do read trade publications

The magazines most often mentioned were Computer World, ISO World, Computer News, Computer Systems News, and Byte. Computer Decisions, Info Systems News, Info World, Hard Copy, Electronics, Minimicro World, and MIS Weekly were also mentioned more than once.

17. Which trade publications do you advertise in?

- 31.4%   do not advertise in any trade publications
- 20.0%   did not answer
- 48.6%   do advertise in trade publications

Computer World was by far the most often mentioned computer magazine. Many companies advertise in specialist publications such as banking, transportation, hotel, government, or broadcasting magazines.

18. Which trade shows do you attend?

- 17.1%   do not attend trade shows
- 11.4%   did not answer
- 71.5%   do attend trade shows

Comdex and the NCC Show were by far the most often mentioned trade shows. Several companies only attend local shows or shows which cater to their specialist selling market, such as, accounting, medical, or agricultural shows.

19. Do you belong to any professional trade associations?

- 45.7%   do not belong to any trade associations
- 17.2%   did not answer
- 37.1%   do belong to trade associations

The most often mentioned trade associations were ADAPSO and AEA. Most companies belonged to associations or professional groups catering to their specialty.

7.2 THE INTERVIEWS

Interviews with turnkey systems companies contacted during the course of the study are presented in this section.

THE BRINER CHASE GROUP

4685 Highland Drive, Suite 208
Salt Lake City, UT 84117   (801) 272-8601

Mr. Randy Chase, Vice President Marketing

Briner Chase Group's turnover is in the vicinity of $1 million. The company exclusively uses Kado systems hardware; has an OEM agreement with Kado. Briner Chase specializes in turnkey systems for the broadcast and communications industries selling their systems in the main to radio and TV stations. For this reason the company operates on a national basis and has completed installations in 36 states of the United States as well as in several other countries. The average cost of the Briner Chase installation is approximately $30,000 for hardware and software package inclusive. The ratio of hardware to software is approximately 65 percent to 35 percent respectively. The company currently employs three salesmen who operate on commission.

Mr. Chase expressed an interest in Canadian 8 and 16 bit microcomputers and said that he would also be interested in obtaining any information on computer systems or peripherals that are compatible with universal operating systems such as CP/M, Oasis, etc. Briner Chase has dealt with one Canadian company and would be interested in reviewing other Canadian products. Mr. Chase advised that his company attends the National Association of Broadcasters and the National Radio Broadcasters Association shows together with selected broadcast conventions in a variety of states.

MARFAM CORPORATION

5340 Thornwood Drive
San Jose, CA 95123   (408) 226-0170

Mr. John Marler, President

Marfam uses the following company's products in constructing its turnkey systems: OSM, Altos, Kaypro, Osborne, Franklin, Radio Shack, Columbia, Eagle and NEC. Marfam purchases the products it sells both from distributors and manufacturers. Mr. Marler claimed that delivery is always a problem. He said that his company's average installation was in the vicinity of $15,700 and that approximately 70 installations are completed a year. Marfam operates with seven commissioned salesmen and has traditionally found its market in Northern California but has recently opened an office in Los Angeles. The company's main customer groups are business and commercial operations and Marfam is equipped to service the equipment it sells. Mr. Marler said his company requires full repair and replacement service support from its suppliers.

Mr. Marler expressed an interest in Canadian 8 and 16 bit microcomputers, software packages (mainly aimed at professional groups including graphics), and in graphic terminals. He is interested in the possibility of meeting potential new Canadian suppliers and could be interested in the possibility of some form of joint venture marketing with a Canadian supplier. Marler has had some experience with suppliers from Canada and has purchased software packages. Client service from Canada had been wholly satisfactory.

APEX DATA SYSTEMS

6464 East Grant Road
Tucson, AZ 85715   (602) 298-1991

Mr. Dwight W. Babcock, President

Mr. Babcock mentioned Digital and Prime computers as his main systems suppliers and said that his com-