

Name: J.C. Penny Co. Inc.  
Address: 1301 Avenue of the Americas  
New York, NY 10019  
U.S.A.  
Contact: Ms. Dorothy Foster, Senior Cosmetics Buyer  
Telephone: 212-957-4512

- Imports perfumes, toilet water, cosmetics, face creams, lotions and bath powders from France.
- Has never tried Canadian products.
- Prefers direct contact by the Canadian firm.
- Market analysis (consumer preferences) is used to aid purchasing decision.
- Actively seeking sources of supply for cosmetics and perfumes.