

COMPUTERLAND

117 Fremont
San Francisco, CA 94105 (415) 546-1592

Mr. Jed Oleson, Manager

Jed Oleson runs 3 Computerland stores in the San Francisco area which stock IBM, Compaq, DEC and Apple hardware and a variety of lines of software. His most popular items are IBM computers in the \$4,000-\$10,000 price range. He is now interested in looking at IBM compatibles in the \$1,500-\$3,000 price range, but he would definitely like to investigate Canadian products because he is experiencing problems with his current suppliers.

THE SOFTWARE STOP

4151 E. Carson Street
Lakewood, California 90712 (213) 420-9315

Alec Troudfout, Manager

The Software Stop is a retail software store which stocks over 100 different brands of software. Software Stop sells about 85 percent software and 15 percent peripherals. Their business packages range in price from \$50 to \$500, while their home computer software runs from \$25 to \$100. Software Stop sells approximately 500 packages (for home and business use) per month. The company buys from distributors. Mr. Troudfout is satisfied with his current suppliers, but is always looking for new products. He is not familiar with Canadian software and he would like to learn more about it.

THE SOFTWARE CENTER

9929 W. Jefferson
Culver City, California 90230 (213) 473-1136

Ron Moss, Chief Buyer

The Software Center operates 50 stores that sell only software and carry every major U.S. software manufacturer, including Micropro, Vivicorp, Digital and Ashton-Tate. Recently, software by Digital Research Products in the \$200-\$600 price range has been the most popular. The Software Center buys both directly and through distributors. Mr. Moss would be interested in looking at any microcomputer-related software for small business applications even though he is satisfied with his current suppliers. He feels there is no significant reason to go outside U.S. borders given the distribution and importing problems of dealing with foreign manufacturers.

BUSINESSLAND, INC.

3600 Stevens Creek Blvd.
San Jose, CA 95117 (408) 554-9300

Mr. Enzo Torresi, V.P. Marketing

Businessland is a relative newcomer to computer retailing. The company is a public company, operat-

ing 23 stores, which has been in business less than three years. The growth of this company has been remarkable. Revenue for the last quarter of 1982 was \$720,000.00. Revenue for the last quarter of 1983 had, however, grown to \$21,641,000.00! Revenue for the last quarter was only based on the sales from 19 stores. We were advised that the company has now reached a \$100 million running rate. Businessland plans an extensive chain of stores for the East Coast U.S. commencing March 1st, 1984. The company attributes its success to professional management and the promise of full customer support and training for all hardware and software purchased. The company services all the equipment and software it sells. All company personnel including retail staff must undergo 30 days training at the company headquarters in San Jose.

Businessland is an IBM dealer. All the equipment it handles is IBM compatible. Products sold include the IBM PCXP and the larger Junior, The Eagle product line, Compaq products, The Burroughs B20 Convergent Technology System, The Comm Ether Net System, and the Corvus Omni Net System. Businessland is the only retailer selling the Xerox Memory-writer and the larger Xerox copier systems. The company has recently taken on the Workslate 895 system. Businessland will only consider taking on any new line (whether hardware or software) if the supplier company has a minimum of \$5 million of sales and is prepared to spend at least \$1 million a year on advertising with Businessland. The secret to this company's success seems to be that it has taken on a far more expensive product range than its competitors.

Businessland would like to move into vertical markets and has been looking for a high quality IBM compatible to reduce its dependence on IBM. Exceptional products will always be considered provided the supplier company offers exceptional support.

Interested Canadian suppliers should contact Mr. Torresi.

Denver Area:

VIDEO CONCEPTS

American Home Video
5200 Denver Tech Center Parkway
Inglewood, Colorado 80111 (303) 771-1282

Video Concepts operates a chain of 179 stores which sell video recorders, video cameras, audio systems, laser discs, televisions, walkmans, computers and software. Total sales are \$115 million per annum. Interviews with two Video Concept Stores are summarized below. Video Concepts stocks TI, Atari, Commodore and NEC hardware and software. Video Concepts sells more software than hardware. The company has been concentrating on the home market but is now planning to move into the business market. Thus, Video Concepts will soon begin to sell IBM, Franklin and Osborne computers, designed for small business. Video Concepts stores are supplied almost exclusively by American Home