

IV. CONCLUSIONS

The Northwestern U.S. covers a vast area, much of which is sparsely populated. As far as Canadian furniture sales are concerned, this area is relatively untapped. A few manufacturers have made inroads in the Northwestern U.S., including some firms from Eastern Canada. However, in reality, only the surface has been scratched.

If the Canadian manufacturers are to be successful in this market, they will have to make a concerted effort to acquaint the U.S. retailers with the attributes of Canadian furniture. The primary strengths--Contemporary furniture, price, exclusivity, collaborative design and freight cost advantages--must be pointed out to the retailers. In addition, some designs will have to be Americanized, current sales inducements should be liberalized, and effective sales representation is imperative. The development and implementation of a comprehensive market plan is an absolute necessity to successfully penetrate the Northwestern U.S. market or, for that matter, any U.S. market. As evidenced by the success enjoyed by some Canadian furniture manufacturers in the U.S., diligent effort and careful planning can bring about the desired result.

The next section of the report provides more detail on what is required to gain a greater share of the Northwestern U.S. market.

V. RECOMMENDATIONS

The amount of effort required to be expended by a Canadian firm will be dictated by the company's desired degree of penetration