

## FOREWORD

### KNOCK DOWN (READY-TO-ASSEMBLE) FURNITURE

This report deals with Knock Down (Ready-To-Assemble) Furniture which is defined as fully manufactured and finished furniture capable of being supplied to the ultimate customer packaged disassembled and ready to be assembled by the consumer at home after purchase. It provides an overview of the Knock Down (KD) (Ready-To-Assemble) Furniture market as well as practical advice on how to obtain business.

KD represents a significant challenge to Canadian manufacturers. There is a healthy growing market for most KD products in the United States. The market is dynamic and according to the Contractor's estimates the wholesale market has doubled to U.S.\$1 billion during the past three years.

The report is designed to assist both new and experienced exporters in their approach to this new and growing, but non-traditional segment of the U.S. residential furniture market. It evaluates both U.S. national and regional markets for a variety of knock down (KD) categories. It indicates that Canadian companies with drive can increase their sales substantially in the United States. Suggested market strategies designed to assist Canadian manufacturers to prepare market plans for their products are covered in the report. These strategies will enable Canadian manufacturers to obtain a greater share of the U.S. market through the identification of key elements which need to be taken into consideration.

The report was commissioned by the Department of External Affairs with the cooperation of the Department of Regional Industrial Expansion.

I would like to thank the Canadian companies who have participated in the supply capability survey for their valuable contributions and assistance in the development of the study.

I hope that you will find this report useful as you pursue sales opportunities.

A handwritten signature in cursive script that reads "Pat Carney". The signature is written in dark ink and is positioned above the printed name.

Pat Carney