

PREFACE

This study was initiated to review and assess the greater New York City area residential furniture market. It is a follow-up to the initial study completed by Ross Associates in 1981. While there have been some changes in the marketplace since the earlier study, many things remain constant. In addition to extensive interviewing of Canadian manufacturers and U.S. retailers, sales representatives were included among the 1985 interviewees. More attention was devoted to U.S. imports from countries other than Canada in the current study. The findings set forth in the report represent a collective effort on the part of various members of the Ross Associates staff. However, the entire study was under the personal direction of Vincent R. Ross. The intent of the report is to present guidelines which will aid Canadian furniture exporters in formulating an effective marketing strategy for penetrating the greater New York City area market.