

- Local distributors reported having little or no experience with Canadian products, but all but one indicated an interest in distributing Canadian products if price, quality, and profitability criteria were met.
- All but one distributor reported having favourable experience with distribution of Japanese products. Most saw as an advantage the fact that Japanese products could be ordered from the firm's U.S. distributor, instead of having to deal directly with Japanese manufacturers. As with Canadian products, all but one of the local distributors indicated an interest in distributing more Japanese products if price, quality, and profitability criteria were met.

Images of Foreign Products

- Most distributors felt there was no difference between the image of U.S. products and foreign products. One felt that U.S. products had a better image for quality while another felt that U.S. products were getting a bad image for quality.
- Respondents did not perceive any differences between images of Canadian and U.S. products. In terms of the image of Japanese products, three respondents felt that Japan had developed a strong image for high quality, two felt the Japanese image connoted low quality, and two saw no difference from the U.S. image.

Responses from the National Distributor (AHS)

- The AHS respondent indicated some confusion about AHS's relations with foreign manufacturers. He reported that AHS distributes OB pads manufactured by a firm located in Canada, but owned by AHS. He indicated that AHS is not interested in adding foreign manufacturers (excluding Canadian ones) because they "support the American economy" and "own their own distributorships in England, France, Japan, and Canada." It is likely that this respondent is not well-informed as to AHS's relationships with foreign manufacturers, since he does not work at corporate headquarters in Chicago, where such information is more likely to be discussed.

Degree of Interest in Adding Canadian Manufacturers

- When asked how interested they would be in adding Canadian manufacturers "if their products were competitive with those of U.S. firms," six of the eight respondents said they probably would, and two said they probably would not. Of these two, one was the AHS respondent (see above) and the other had a generalized resistance to product duplication (e.g. he indicated he would handle a Canadian product if it were very innovative).