

He would definitely like to investigate more Canadian computer products.

### **SUNSET COMPUTERS**

2329 Irving Street  
San Francisco, CA 94122 (415) 753-1040

Ms. Katia Jensen, Manager

Sunset Computers is a retail computer store which stocks NorthStar, Franklin, Epson, Hyperion, Morrow and DEC hardware; NEC Comrex, Okidata and Star Mycronics printers; NorthStar, MicroPro, Star, Ortho-code and a variety of other software. Its most popular hardware is NorthStar, Epson and Hyperion computers in the \$3,000-\$8,000 price range and NEC and Epson printers in the \$400-\$1,000 price range.

Sunset Computers sells microcomputers with software for \$3,000 each and 6 to 8 printers for \$600-\$1,300 each per month. Sunset Computers sells about 75 percent hardware and 25 percent software and is interested in looking at any products related to microcomputers for business and professional people, including Canadian computer products.

### **INFORMATION SOFTWARE COMPUTER SYSTEMS**

2637 Pleasant Hill Road  
Pleasant Hill, CA 94523 (415) 680-0324

Ms. Lisa Morrison, Sales Manager

Information Software Computer Systems operates 3 stores which design and sell systems. They stock Calstar, Basis, Epson, Osborne, Eagle and Franklin computers, which range in price from \$1,295 to \$4,995. The Calstar and Basis computers are the most popular. Information Software Computer Systems manufactures almost all the software for the systems they sell. Most packages the company sells consists of games but some accounting and medical packages are also sold. Information Software Computer Systems sells about 75 percent software and 25 percent hardware. Information Software Computer Systems sells about 10 of each type of microcomputer they stock, 10 printers at \$500 each, and about 200 software packages per month. The company plans to be selling about 1,500 packages per month by the end of 1983 because they will begin to display their software packages in the same way that record stores display albums. Information Software Computer Systems is interested in looking at microcomputers for home use and mini-computers for small business. Ms. Morrison is not familiar with Canadian computer products but she would like to look at Canadian hardware products.

### **ECX COMPUTER COMPANY**

2678 North Main Street  
Walnut Creek, CA 94596 (415) 944-9277

Mr. Randy Hartwig, Manager

ECX Computer Company operates 3 stores which sell Kaypro, Franklin, Commodore, and Victor computers to both home and business users. The Victor, Kaypro and Commodore computers are the most popular and these range in price from \$80 to \$5,000. ECX Computer Company sells about 80 microcomputers for \$1,700 each, 160 printers for \$400 each and 1,000 software packages for \$225 each, every month. ECX Computer Company buys directly from manufacturers and sells about 80 percent hardware. ECX Computer Company buys a software line from Canada as well as a Canadian computer. The company likes the products but said the service cycle is too long and that U.S. duty increases their cost price. ECX Computer Company is currently interested in business software for Victor 9000 and Commodore 64 computers, and would like to see brochures for Canadian products.

### **COMPUTERLAND CORPORATE**

Products Division  
30985 Santana  
Haywood, CA 94544

Hardware: Mr. Dan Drunglas (415) 487-5000  
Software: Ms. Michelle Walter

Computerland Corporate operates 500 franchise retail computer stores which sell about 60 percent hardware and 40 percent software, mostly for the small business market. Total sales are worth \$451 million per annum. Interviews with two Computerland stores in California are summarized below. Buyers for the individual Computerland stores buy most of their merchandise through Computerland Corporate but if Computerland Corporate does not handle a product for which individual stores have a demand, the individual stores can buy directly from the manufacturer. Computerland recently bought a line of Canadian computers which have been popular. The company would like to hear from other Canadian manufacturers. Potential suppliers should contact Computerland Corporate.

### **COMPUTERLAND**

10600 West Pico  
Los Angeles, CA 90064 (213) 836-4498

Mr. Brian Brumit, Chief Buyer

Brian Brumit buys for 3 Computerland stores in the L.A. area. His most popular computers are by IBM, Apple, Compaq, Digital, Osborne, and Hyperion. His stores sell about 100 microcomputers for \$2,000 to \$10,000, 75 printers for \$500 to \$3,000 each, and 200 software packages for \$100-\$700 each, every month. Mr. Brumit says that he is not experiencing any problems with his current suppliers and that the lines he carries are established, but that he would be interested in looking at brochures from Canadian computer manufacturers.