

**19. Who are your customers? i.e. Industrial, business, professional, etc.**

- 7.5% did not answer
- 17.5% sell to all the groups mentioned
- 7.5% sell to specified groups

All the following groups were mentioned often: business, Fortune 1000, government, professional, commercial, scientific/engineering, education, industrial, manufacturing, banking, OEM, and defense.

**20. What sort of business volume do you do?**

- 27.5% did not answer
- manufacturers average dollar volume (in millions dollars per year) \$88 million

**21. Are you interested in the possibility of joint marketing in some ways with Canadian companies?**

- 17.5% did not answer
- 15.0% are not interested in joint marketing with Canadian companies
- 5.0% are already involved in joint marketing with a Canadian company
- 62.5% are interested in joint marketing with Canadian companies

**Trade Promotion**

**22. Which trade publications do you read?**

- 60.0% did not answer
- 40.0% listed the trade publications they read

The most often mentioned trade magazines were Electronic News, Computer World, Mini/Micro, Datamation, EDN and electronic journals and business journals (such as Wall Street, Fortune, etc.) in general.

**23. Which trade publications do you advertise in?**

- 35.0% did not answer
- 65.0% listed the trade publications they advertise in

The most often mentioned trade magazines mentioned were Computer World, Mini/Micro, Electronic News, Datamation, Computer Decisions, business journals and professional journals in the manufacturer's speciality (i.e. medical, travel, publications).

**24. Which trade shows do you attend?**

- 30.0% did not answer
- 7.5% do not attend trade shows
- 62.5% listed the trade shows they attend

The most often mentioned shows were Comdex and the NCC. Other shows mentioned were Wescon, Siggraph, National Computer Graphics Association, and Telecommunications Association.

**25. Do you belong to any professional trade associations**

- 55.0% did not answer
- 20.0% do not belong to any professional trade associations
- 25.0% belong to one or more professional trade associations

60.0% belong to the American Electronics Association, the only trade association mentioned more than once.

**6.2 THE INTERVIEWS**

Interviews from companies contacted during the course of the study are presented on the following pages. A complete list of the companies originally mailed will be found in the Appendix. Readers should note that companies interviewed are not necessarily taken from the list and interviews are not presented in alphabetical order.

**DATA PRODUCTS CORPORATION**

6200 Canoga Avenue  
PO Box 746  
Woodland Hills, CA 91365-0746 (213) 887-8206

Barry Kasarda, Director of Corporate Materials (DCM)

Data Products Corporation claimed to be the world's largest independent manufacturer of computer printers. The company operates manufacturing facilities in Chatsworth, San Jose, Irvine and Woodland Hills, California, Wallingford, Connecticut, Milford, New Hampshire, Hong Kong, Puerto Rico, and Ireland. The company currently employs 4,500 world wide. Data Products manufactures printers for the OEM market and brand names produced include Qume, Diablo, and Centronics. In addition to complete impact printers the company also produces printer supplies and components as well as telecommunications and aerospace equipment.

The company purchases from a wide variety of component manufacturers with 60 percent of total purchases being made in North America, 30 percent in Asia, and 10 percent in Europe. Data Products is proposing to influence its customers into providing an annual as opposed to a semi-annual forecast of their requirements in the immediate future. The company maintains a corporate policy of being completely open to new supply sources but has not previously considered Canada as a potential supplier. Mr. Kasarda recommends that interested Canadian component suppliers should visit Data Products purchasing personnel. The company's products are marketed directly and also by utilizing the services of distributors. Mr. Kasarda recommended Kierulff Electronics, Schweber Electronics, Harvey Electronics, and Arrow Electronics as viable and effective distributors.