

MARKET STUDY OF RESIDENTIAL FURNITURE
IN THE NORTHWESTERN UNITED STATES
AUGUST 1984

I. SUMMARY

This market study of the nine-state Northwestern United States assesses the residential furniture market in the area and presents recommendations on how Canadian manufacturers can maximize their penetration in the market. Canadians can share in this market, and they do have something to offer the U.S. retailers. There are some areas where improvement is needed. Specifically, marketing plans and designs need to be tailored to the U.S. marketplace.

Many U.S. retailers have not seen Canadian furniture nor have they been approached on buying furniture from Canada. These retailers should be made aware of Canada's offerings and the advantages of buying Canadian. The Canadian manufacturers should not be timid about expressing a desire to enter this market and taking the necessary steps to secure a share of the market.

Recommendations on gaining a greater share of the Northwestern U.S. market are:

1. Formulate a detailed marketing plan, including provisions for sales representation, sales inducements and product showings.
2. Design for the U.S. market.