

a. Future Sales of Canadian Furniture

Canadian manufacturers and Northwestern U.S. retailers were optimistic concerning the sales of Canadian furniture in the area of study. Many Canadian firms expressed a willingness to be competitive in the U.S. with their sales terms and sales inducements. With the exception of only one retailer, all interviewees were willing to consider Canadian furniture.

b. Design of Canadian Furniture

The design of Canadian furniture in comparison to U.S. designs is an extremely important point. We got the impression from our interviews with Canadian manufacturers that they were of the opinion that designs were comparable in the two countries. This similarity in design was purportedly obtained by copying U.S. designs or, in a few instances, retaining U.S. designers. The Northwestern U.S. retailers, especially the western sector, were not in agreement with the manufacturers. Almost two-thirds of the stores commenting on Canadian design stated that the designs were below U.S. standards. Although most of the favorable comments concerning designs were aimed at Contemporary, there were some complimentary remarks on Canadian design in general as listed below: