

II. INTRODUCTION

A proposal for a review and assessment of the greater New York City area residential furniture market was submitted to the Department of External Affairs on February 14, 1985 by Ross Associates, Inc. The proposal was in accordance with Terms of Reference included with the January 24, 1985 letter from the Department requesting a proposal on the project. The Department accepted the Ross proposal on March 1, and Vincent R. Ross attended a pre-project meeting at the Canadian Consulate in New York City on March 12.

An interim report on the progress of the study was discussed at a second meeting at the Canadian Consulate in New York on May 3. On June 26, the New York Consulate was again the site of a third meeting to discuss the draft of the final report. Vincent R. Ross and James A. Bayliss attended both of these meetings.

The objective of the study as stated in the Terms of Reference was "to review the marketing results which have been obtained in light of the evolution of the greater New York City area furniture market and to identify any positive or negative aspects of the Canadian marketing effort which should be continued, reinforced or modified." The purpose of the study, also set forth in the Terms of Reference, was "to provide interested and potential exporters with a practical working document upon which to base a corporate export strategy."