

penetrate this market.

We would advise new suppliers to offer simple, attractive products and to include a professionally designed point of sale merchandising display program in order to capture home center business.

Electronics Stores and Computer Stores :

Electronics stores selling audio and video equipment are potential customers for KD video racks, microwave carts, and home entertainment furniture usually at the lower end of the market. Canadian manufacturers will find retail electronics chains located in all US market areas.

Computer stores form another potential source of customers. As the home computer market is maturing retailers are interested in adding computer work stations for the home and office in order to increase sales revenues and gain market share. The Tandy Radio Shack Corporation purchased the largest US flat-pack producer, O'Sullivan Industries (sales around \$US 140 million) in 1985 and are currently upgrading all their computer stores to make room for new O'Sullivan Tandy ranges.

Contract/Interior Design Showrooms:

A final distribution channel used by the furniture industry is the contract or interior design showroom. Since these showrooms