

I. INTRODUCTION . . .

C. Project Scope

This report is primarily qualitative in nature. A certain amount of statistical information has been developed to support the analysis contained in the report, but the concern here is more with the methods of approaching the market, not in detailing its dimensions.¹

The main body of the report is organized into five sections and appendices, each with several sub-parts. The basic structure revolves around the analysis of two distinct industries termed "Pressure Washers" and "Cleaners."

Specifically, the five sections of the report are as follows.

Section I is the Introduction.

Section II, The U.S. Great Lakes Region, provides an overview description of the region of the United States located in proximity to the Great Lakes.

Each state within the region is described in terms of population growth, value of industrial output, and predominant industries.

While there are many differences between the states in the region, these differences do not have a central bearing on the issues discussed in this report. Consequently, this report treats the entire region as one, with special state-specific matters discussed where appropriate.

Section III, Pressure Washers, outlines in detail the key elements of supplying pressure washers to the U.S. Great Lakes Region. The scope of the industry is carefully defined and segmented to make it easier for Canadian manufacturers of specific types of products to identify the issues most relevant to them.

The final part of the section ties together all previous parts and discusses the attractiveness of opportunities in the region.

Section IV, Cleaners, is structured identically to Section III and details key elements of supplying various types of cleaners to the U.S. Great Lakes Region. Again, in this section, a distinction is made between similar, but mostly differing types of cleaners so that each Canadian manufacturer can concentrate on the most appropriate segments.

As with Section III, the final part of this section considers the attractiveness of opportunities for Canadian manufacturers of cleaning equipment.

¹Throughout this report, all dollar values are stated in U.S. dollars.