

dozen manufacturers, and asked that each of these firms contact him. One of the companies telephoned the merchandising executive, and another manufacturer sent a sales brochure. The remaining Canadian manufacturers made no effort to contact this extremely high-volume retailer. Needless to say, the retailer is disappointed in the response he received from the furniture manufacturers, and he probably will be reluctant to attend future Canadian furniture shows.

G. Consolidate LTL Shipments

Consolidation of LTL shipments at centrally located points in Canada will greatly reduce current freight costs to the greater New York City market. A consolidating service could combine the LTL shipments of several manufacturers into a truckload shipment and bring about significant freight savings.

These recommendations would be applicable to other markets in the U.S., as well as the greater New York City area marketplace. While there may be differences in product preference between regions in the U.S., the methods used to penetrate the markets would be the same.