

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	4	<b>9.0 RETAIL COMPUTER MARKET</b> .....	55
<b>1.0 INTRODUCTION</b> .....	8	9.1 Retail Interview Results .....	55
1.1 Objectives .....	8	9.2 Retail Interviews .....	56
1.2 Products and Technology covered by the Study .....	8	9.3 Summary .....	60
1.3 Format of the Report .....	9	<b>10.0 DEFENSE OFFSET SPENDING POTENTIAL</b> .....	61
1.4 Information Gathering .....	9	<b>11.0 PROMOTIONAL METHODS</b> .....	62
<b>2.0 THE U.S. MARKET FOR DATA PROCESSING HARDWARE AND SOFTWARE PRODUCTS</b> .....	10	11.1 Trade Shows .....	62
2.1 Market Segments in the Computer Industry .....	10	11.2 Trade Publications .....	64
2.2 U.S. Producers .....	11	11.3 Seminars .....	65
2.3 Trends and Forecasts .....	13	11.4 Product Literature .....	65
<b>3.0 SOUTHWESTERN U.S. MARKET FOR DATA PROCESSING HARDWARE AND SOFTWARE</b> .....	14	<b>12.0 DOCUMENTATION AND GENERAL EXPORT INFORMATION</b> .....	66
3.1 Computer Production Centers in the Southwestern U.S. ....	14	<b>13.0 FREIGHT AND SHIPPING TO THE MARKET</b> .....	68
3.2 Market Centers in the Southwestern U.S. ....	15	<b>14.0 PRICING PRODUCTS FOR THE SOUTHWESTERN U.S. MARKET</b> .....	69
<b>4.0 DEGREE OF MARKET PENETRATION BY CANADIAN COMPUTER MANUFACTURERS</b> .....	18	<b>15.0 MARKET STRATEGIES</b> .....	70
<b>5.0 DISTRIBUTION CHANNELS AND METHODS</b> .....	22	<b>16.0 SUMMARY AND CONCLUSION</b> .....	73
<b>6.0 COMPUTER SYSTEMS MANUFACTURERS</b> .....	25	<b>APPENDICES</b>	
6.1 Computer Systems Manufacturers Survey of Results .....	25	Appendix "A" Canadian Computer and Software Manufacturers responding to the Study — Product Types .....	74
6.2 Interviews .....	27	Appendix "B" Tariff Schedules of the United States. Indicative Tariff Schedule pages .....	76
6.3 Summary .....	33	Appendix "C" Companies distributing Canadian products .....	80
<b>7.0 TURNKEY SYSTEMS OPERATORS</b> .....	34	Appendix "D" Additional Computer Trade Shows .....	81
7.1 Turnkey Systems Operators Survey of Results .....	34	Appendix "E" Trade Publications .....	82
7.2 Interviews .....	36	Appendix "F" Transport Companies .....	83
7.3 Summary .....	42	Appendix "G" Mailing Lists — Computer Systems Manufacturers .....	84
<b>8.0 DISTRIBUTORS — HARDWARE AND SOFTWARE</b> .....	43	Turnkey Systems Houses .....	90
8.1 Hardware Distributors Survey of Results .....	43	Hardware Distributors .....	95
8.2 Interviews .....	45	Appendix "H" Additional Computer & Computer Systems Manufacturers .....	99
8.3 Software Distributors and Manufacturers .....	51	Appendix "I" Additional Turnkey Systems Manufacturers .....	100
8.4 Summary .....	53	Appendix "J" Additional Hardware Distributors .....	101
		Appendix "K" Additional Software Distributors .....	102