

IV - MARKET STUDY

SURVEY OF U.S. IMPORTERS

The U.S. importers of jewellery interviewed were selected from a variety of sources, including the report provided by the Journal of Commerce Piers Port Import/Export Reporting Service. This report contained 3 months of 1987 shipping data and ranked importers from major developed countries by volume of imports. This list was supplemented by information provided by External Affairs' posts in the U.S., lists from trade associations and numerous industry publications.

The study as a whole will examine approximately 80 product sectors. The number of interviews to be conducted for each sector will be dependent on the level of concentration in the industry and the diversity of products within the various sectors. In total, over 4,000 interviews will be carried out with U.S. companies. The number of companies contacted per sector varies from 40 to over 100. In most cases, a minimum of 30 interviews with potential buyers will be completed. For the jewellery sector, 52 questionnaires were completed.

Interview Results

For the 52 respondents interviewed, Table 1, below, illustrates the number of respondents who currently sell each style of jewellery, and which styles of jewellery they don't currently sell, but would or would not be interested in selling.

Table 1

	<u>Currently Sell</u>	<u>Don't Currently Sell</u>	
		Interested	Not Interested
European style	7	6	15
Modern style	15	3	6
Flashy designs	12	3	12
Small, reserved	11	2	14
Big, bold	11	3	14
Heavy, chunky	10	1	15
Custom-made	11	2	14
Mass merchandise	16	2	9