

5. Are you experiencing any difficulties in obtaining supplies?
- 15.0% did not answer
 - 52.5% are not experiencing any difficulties in obtaining supplies
 - 17.5% are experiencing difficulties in obtaining supplies and believe that lead times are usually too long and deliveries are often delayed.
 - 15.0% are experiencing occasional problems in obtaining supplies
6. Is price a problem?
- 25.0% did not answer
 - 62.5% replied that price is not a problem
 - 12.5% replied that price is a problem

New Suppliers Information

7. Where do you purchase, i.e. locally, overseas?
- 10.0% did not answer
 - 60.0% purchase locally
 - 7.5% purchase overseas, especially in Japan
 - 22.5% purchase both locally and overseas
8. What percentage of hardware do you purchase as opposed to software?
- 32.5% did not answer
 - average percentage hardware purchased was 96%
9. Do you visualize any changes in your buying patterns?
- 40.0% did not answer
 - 35.0% do not visualize any changes in their current buying patterns
 - 25.0% do visualize changes in their current buying patterns
- Several of the companies who visualize changes in their buying patterns predict that they will be buying and selling larger volumes in the future.
10. Are your suppliers on top of current technological development?
- 65.0% answered yes
 - 10.0% answered no
 - 25.0% did not answer
11. Are you interested in investigating new sources?
- 22.5% did not answer
 - 10.0% answered no
 - 67.5% answered yes
12. Have you looked at Canadian producers as potential suppliers? If so, what was your experience?
- 30.0% did not answer
 - 52.5% have not looked at Canadian products
 - 17.5% have looked at Canadian products

In the last category a number of manufacturers found Canadian products and services completely satisfactory. Several found either the quality, the pricing, or the delivery unsatisfactory while a few companies did not comment.

13. What is the best way for prospective new suppliers to make contact with your company?
- 30.0% expressed no preference
 - 50.0% listed a name (usually the purchasing agent) and a department to contact
 - 20.0% advised potential suppliers to write with product information, call, visit or attend a trade show and, above all, to keep in touch.

Marketing Information

14. Do you handle your own sales directly or through distributors?
- 2.5% did not answer
 - 15.0% sell through distributors
 - 50.0% sell directly to their customers
 - 32.5% sell both directly and through distributors. These manufacturers often sell directly in the U.S. and through distributors abroad.
15. Are there any distributors you can recommend?
- 82.5% did not recommend any distributors
 - 17.5% recommended distributors
- TSF, Miami; Digital Associates, Stamford CT; Moxon Electronics, CA; Nidi-Northwest, Bellevue Washington; Data General Sales, Culver City, CA; and Data Systems Marketing and American Teledata, both nationwide, were among the distributors mentioned.
16. How extensive is your marketing area?
- 5.0% did not answer
 - 22.5% operate nationally
 - 72.5% operate internationally
17. What is the industry buying or likely to be buying in the near future?
- 72.5% did not answer
 - 27.5% listed products of interest
- Some product categories mentioned were personal computers, communications and networking equipment, disk drives, printers, modems and peripherals in general.
18. What is the price range of your products?
- 10.0% did not answer
 - 32.5% sell products for less than \$5,000
 - 40.0% sell products for between \$5,000 and \$50,000
 - 17.5% sell products for more than \$50,000