

5. Furniture Retailers In Study Area

As we mentioned earlier, there is about \$670 million in sales in the study area. Of this amount, about \$90 million is supplied by major department stores, not including the giants such as Sears and Penney's. They are listed below and ranked by sales:

The Bon, Seattle	\$28 million	16 stores
Dayton's, Minneapolis	\$26.5 million	6 stores
Meier & Frank, Portland	\$12.9 million	6 stores
Frederick & Nelson, Seattle	\$12.5 million	9 stores
Younkers, Des Moines	<u>\$10.2 million</u>	<u>4 stores</u>
Total	\$90.1 million	41 stores

Source: Furniture/Today June 1984.

The giant furniture retailers such as Sears, Penney's and Levitz account for about \$200 million in sales in the study area while the smaller department stores (under \$10 million), in the Grantree category, account for about \$45 million in sales. All of these sales total to \$335 million. If we remember our shortfall of \$417 million that must be supplied to the area, we can attribute the remaining sales of \$82 million to the independent dealer ($\$417 - \$335 = \$82$).

In summary, it appears that there is ample sales opportunity in the study area for any type account which the Canadian furniture manufacturer wishes to serve.