

## 2. Weaknesses

### a. Design

Although some Canadian firms have Traditional designs which are acceptable in the U.S. marketplace, the retailers with whom we talked stated that, in general, Canadian Traditional styling needs to be improved. Some items that are big sellers in the Canadian market do not conform to U.S. tastes. The U.S. consumers, while they do not necessarily have impeccable taste, do know what they want. If the Canadian Traditional furniture manufacturer is going to satisfy their taste, he must design accordingly.

### b. Marketing Plan

In order to successfully enter a new market, a sound marketing plan is required. This is especially true of the U.S., where the manufacturers are sophisticated in their marketing approach. According to the retailers interviewed, Canadian firms as a whole have not done their homework. Marketing plans or marketing strategy have not been well formulated. Some of the factors that have to be considered in the development of a sound marketing plan are:

1. Size of potential sales area
2. Method of selling
3. Sales inducements