

visiting from the western sector and 28% from the eastern sector. Interestingly, the Seattle and Minneapolis markets do not do as well. Only 17% of the western stores attend the Seattle market, and an equally poor showing of 14% of the eastern stores visit the Minneapolis market. The relatively low attendance at the Seattle and Minneapolis markets may be even lower if it were not for some stores merely attending out of courtesy to their sales representatives and/or manufacturers.

5. Analysis of Interviews

Several of the points or factors in both groups of interviews warrant further discussion, either because of the large number of interviewees in agreement or the importance of the factor. These factors are:

Future sales of Canadian furniture  
Design of Canadian furniture  
Freight costs  
Canadian furniture quality and service  
Sales inducements  
Furniture markets attended  
Sales representation  
Furniture style popularity  
Purchase terms in U.S.