

to what that something is. This customer will look around and then decide.

He continued by noting that Canadian Home Centres emphasize building materials. Herein lies the future for DIY in Japan. Japan's DIY industry must increase its emphasis on building materials, with less emphasis on tools. In this regard, both Mr. Urakabe, during his visit to the 1985 Hardware Show, and the Hinode mission members were disappointed as to how tool-oriented the Canadian Hardware Show was, particularly its significant lack of emphasis on building materials (wood and wood-products).

Mr. Urakabe's observations continue:

- The purpose of any particular product may not be the same in Japan as in Canada. Canadian manufacturers should look at their product lines and be "imaginative" in their possible uses. These should be looked at from every conceivable angle, not just that of the retailer or manufacturers. For instance, Canadian plastic products have sold quite well at the Tokyu Hands stores. However in the case of smoke detectors there appears to be a different understanding of its use in Japan. Customers in the Tokyu Hands store were purchasing these as party gags to surprise smokers, rather than for their assigned use.
- There are all kinds of products in DIY stores throughout Japan. Most Japanese are not as concerned with brand names; this presents Canadians with an excellent opportunity to market Canadian products.
- There is a popular saying in Japan, "every village has one unique product." Canadian manufacturers should take note.
- Most Japanese buyers do not want large volumes of many things; the preference is for smaller shipments of a variety of items.

Mr. Yagami's concluding remarks were: the Hinode mission members represented twelve retailers throughout Japan, five wholesalers and one manufacturer; Canadian exporters should be flexible so as to meet the specific needs of the Japanese; and finally, laminated lumber will continue to be of primary interest to Hinode's operation.