

This report has emphasized microcomputers. For this reason, we have included the following chart which will assist Canadian computer and peripheral manufacturers to identify U.S. customer groups according to the price and degree of sophistication of the products they produce.

Finally, Canadian companies should consider establishing a U.S. bank account and mail address as a possible and useful first step in creating a U.S. presence.

#### U.S. CUSTOMER CATEGORIES FOR MICRO COMPUTER SALES

MARKET	APPLICATIONS	SYSTEM CHARACTERISTICS	PRICE RANGE	NATIONAL LEADERS
"Personal"	Games, Education, Word Processing, Visual Calculator, Home Applications, Limited	Single User. Floppy Based. 16K-64K RAM.	\$200- \$5,000	Atari Apple Commodore Xerox IBM NEC
Home				
Professional	Business, Intelligent Work Station.	Winchester add on. Some 16 Bit. CPM. Apple. Basic.		Tandy Zenith NEC
Fortune 2000				
<i>Business "Starter" System</i>	Accounting Distribution Manufacturing	One-Four user, Floppy & Winchester 10MB, 64K-128K RAM. 8-16 Bit. CPM / MPM.	\$3,000 to \$20,000	Altos Cromenco NorthStar IBM
Professional	Verticals Word Processing, Professional Planning.	Limited Comms. DBMS/APG BASIC, COBOL		Data General DEC Televideo Zenith NEC
\$5 to \$5M Companies				
Fortune 2000				
<i>Business "Growth" System</i>	As Above + Office Automation Dist. Data Processing	to 16 users. Winchester. to 512K RAM 16 Bit CPM / MPM / UNIX, PICK. Good Comms. DBMS / Dev Tools / APG. Multiple Languages	\$15,000 to \$50,000	Basic 4 IBM HP Wang ADDS DEC DG
\$3M to \$20M Companies				
Fortune 2000				Burroughs NCP
<i>Business "Full" System</i>	As Above + LAN BAN	to 64 Users. Winchester & SMD. to 1 MB + RAM. 16 Bit. Multiple O/S. Comprehensive Comms. Multiple Languages. DBMs, etc.	\$45,000 to \$100,000	Basic 4 IBM NCR HP DEC DG Prime Wang Microdata Burroughs
\$20M and up Companies				
Fortune 2000				