

COMPARISON OF INTERVIEWS WITH CANADIAN MANUFACTURERS
AND U.S. RETAILERS - 1981 and 1985

INTERVIEWEE AND ITEM	Study Year	
	1981	1985
CANADIAN MANUFACTURER INTERVIEWS:		
Number Participating	17	16
Export Sales to NYC Area*	525,000	3,700,000
Optimistic Concerning Exports	75%	75%
Casegoods Manufacturers Interviewed	50%	67%
Payment of Duty by Canadian Firms	100%	100%
Sell Through Multi-Line Reps	75%	69%
Design Changes Made to Accommodate U.S. Market	50%	50%
Utilize Common Carriers	67%	82%
2X-10, Net 30 Sales Terms	70%	65%
Ship f.o.b. Retail Store or Warehouse	2	7
Retail Customers Mentioned	18	18
RETAILER INTERVIEWS:		
Number Stores Represented	105	166
Importing from Canada	67%	90%
Canadian Manufacturers Mentioned by Name	10	30
Need for Improvement in Canadian Design	50%	61%
Canadian Quality--Equal or Better than U.S.	88%	100%
Lower Price for Canadian	6%	50%
Canadian Service--Equal to U.S.	54%	84%
Canadian Sales Inducements Less than U.S.	90%	75%
Canadian Imports Will Increase	100%	97%
Area Preference:		
Traditional Styling	50%	52%
Darker Wood Finishes	60%	13%
Medium Wood Finishes	4%	58%
Lighter Wood Finishes	26%	28%
Velvet Fabric	54%	67%
Oak Wood Species	50%	69%
Purchase Terms of U.S. Manufacturers:		
2% Discount	93%	29%
Net 30	2%	70%
Other	5%	1%
No Import Problems	72%	92%

*Pertains to manufacturers participating in the current study.