

- What do Japanese consumers and retailers consider to be DIY?
- As the Canadian and Japanese concepts of DIY appear to be different, what exactly are the differences and to what degree do they differ?
- How do the differences affect the ability of Canadian companies to meet Japanese market demands?
- What DIY products do Japanese retailers and consumers look to buy?
- What do they currently buy?
- From whom do Japanese retailers generally source foreign manufactured products?
- What type of DIY products are currently being imported into Japan?

The DIY Survey presented an analysis of the demands of product selection and identified the trends of the Japanese DIY market. For the purposes of this report the survey's main findings are interspersed with the second DIY Mission members' observations.

Upon review of the survey's findings, the STEP Canadian DIY Products Committee agreed to arrange a programme in Japan for Canadian companies who might best benefit from participation in a second DIY mission. Recruitment would be undertaken by DEA and DRIE.