

- Several of the stores questioned are not experiencing any significant problems with their current suppliers; other stores reported varying problems. One manager, for example, said that parts for the same computer often arrive at different times. One store reported that the Commodore 64 computer is so popular that orders are back-logged for months, and another store cannot keep up with the demand for Epson printers.
- Almost all the buyers interviewed believe that their current suppliers have room for improvement, and all except one would be interested in investigating Canadian computer products providing adequate service, support and marketing facilities are available.
- The one Canadian computer system which is currently on the market has definitely created a good impression for other Canadian products but in order to succeed both hardware and software manufacturers must make every effort to ensure their products reach the market without excessive border delays and that special care is taken to maintain round-the-clock communication support for American customers. A toll free line is now the norm for customer enquiries.

9.2 RETAIL INTERVIEWS

The interviews in this section were conducted during the course of the study from a cross section of retailers in the market area.

Los Angeles Area:

COMPUTERAMA

3808 West Verdugo
Burbank, CA 91505 (213) 848-5521

Ms. Mary Marca, Manager

Computerama is a retail computer store which stocks Apple, IBM, IMS and Sony hardware and a variety of software. IBM and Apple computers in the \$1,500-\$5,000 price range are the most popular. Computerama sells 20 to 30 microcomputers with software each and about 8 to 10 printers per month. Computerama buys hardware directly from the manufacturer and software through a distributor. Computerama is having delivery problems with their current suppliers because not all the elements of a given computer arrive at the same time. Computerama sells software with every computer sold, but sells little additional software. Computerama is now looking at microcomputers and peripherals for the business market. Computerama would be interested in looking at Canadian products, but not necessarily in taking on a new line.

MICROSOLUTIONS

8511 Washington Boulevard
Culver City, CA (213) 559-3940

Mr. Alan Hanckel, Chief Buyer

MicroSolutions is a retail computer store which sells about 75 percent hardware and 25 percent software. The most popular products in stock are Molecular, IBC and Kaypro computers which sell for \$2,000 to \$50,000, and Multiplan software which sells for \$1,000 per package. MicroSolutions sells approximately \$75,000 worth of microcomputers, \$1,500 worth of printers, and \$10,000 worth of software every month. Alan Hanckel, buys for the most part through distributors. He expects immediate exchange of defective products. MicroSolutions also has its own service department. MicroSolutions has established product lines, and is not really interested in taking on new lines at this point. Mr. Hanckel has not been exposed to Canadian computer products and he would like to see brochures so that he can compare them to the computers he sells.

MICROAPPLICATIONS

3920 Birch, Suite 104
Newport Beach, CA 92660 (714) 476-2900

Mr. Paul Kaylor, Buyer

MicroApplications operates two retail stores and one consulting office. MicroApplications designs and sells computer systems. The hardware stocked includes Alpha Microsystems, Apple and Altos. Their most popular item is the Alpha Microsystems 32 bit, medium-scale business computer, which sells for \$10,000 to \$75,000. MicroApplications sells a number of different brands of software, most of which are accounting packages \$500 to \$1,500 per module. Paul Kaylor is familiar with Canadian computer products from reading trade magazines. He buys both through distributors and directly from manufacturers. He is experiencing problems with his current suppliers in that some distributors have extended delivery times.

MicroApplications sells 4 to 6 microcomputers for \$10,000 each, 10 low priced printers (Okidatas), and 4 to 6 software packages (sold with the microcomputers) per month. Paul Kaylor is currently looking for another line of hardware to supplement the lower priced end. Mr. Kaylor is looking for small, single-user microcomputers in the \$6,000 to \$8,000 price range, and he is considering the IBM PC, the IBM XT and the Columbia, which sell for about \$6,000 each. He would also like to see software for these smaller computers, such as accounting packages.

INTELLITOYS

8522 Beverly Boulevard
Los Angeles, CA 90048 (213) 732-5409

Mr. Neil Bailey, Vice President

Intellitoys operates 2 stores in the L.A. area and sells high quality toys and consumer oriented computer products. Intellitoys stocks IBM, Apple, Commodore, and Atari hardware and a variety of independent software packages. Their most popular computers are IBM's in the \$2,000-\$4,000 price