

category early are developing throughout the market; while the vast mass of the retail market is struggling to come to terms with the possibilities the category offers and the new level of public acceptance which this suggests.

Before a Canadian manufacturer can begin to effectively target, whether by region or by store, he must have a firm understanding of the different types of retail operation existing in the marketplace and how successful he is likely to be with each type.

### 3.2 RETAIL FURNITURE DISTRIBUTION CHANNELS IN THE USA

Retail distribution channels for household furniture in the US can be divided into seven basic categories which we shall examine below. The basic nine categories are: mass merchandisers, independent retailers (whether chains or single stores, publicly or privately held), department stores, specialty stores, catalog merchandisers, discount stores, home center/do-it-yourself merchants, and home electronics stores.

#### **Mass Merchandisers:**

The big three mass merchants are Sears Roebuck (851 stores headquartered in Chicago); J.C.Penney Co.(597 full-line stores with a further 1,000 selling "soft lines" only); and Montgomery Ward, headquartered in Chicago with 338 stores. The furniture departments in mass merchants stores sell a restricted range of