

c. Collaborative Design

Collaborative designs between the manufacturer and the retailer are of interest to the retailer for the same reasons enumerated above on exclusivity.

d. Dollar Valuation

The stronger position of the U.S. dollar at the present time in relation to the Canadian dollar makes it an opportune time for the Canadian company to make significant inroads into the U.S. marketplace.

Despite the added costs of U.S. tariffs, brokerage fees and additional administrative costs, exporting is more attractive now than at any time in recent history. The Canadian manufacturer should take full advantage of the dollar valuation differential.

e. Freight Costs

As mentioned earlier, the cost of freight is a major concern of the U.S. retailer. This is especially true in the Northwestern U.S., a location distant from the Southeastern U.S. furniture manufacturing center. Many Canadian firms are closer to some of the cities in the Northwestern U.S. study area and, consequently, have a lower freight cost to those cities. Another advantage of closer proximity to the retailer is better service resulting from the shorter in-transit time.