

primarily exhibiting at the CHHMA show. In most cases, mission members did not see products which were distinctly Canadian. They also felt they could buy U.S. manufactured products in the United States.

- Mission members saw little difference between Canadian and U.S. home centres. (At this point, Mr. Ishizone provided a detailed breakdown of the stores visited in Canada). He continued with a comparison between home centres in Canada, the United States, and Japan:
 - ° In Canada and the United States, North American DIY-type stores tend to sell a great deal more building materials and tools.
 - ° In Japan, there is less variety of building materials sold, with greater emphasis placed on tools.
 - ° The difference in historical background was noted as the reason for the different orientation in products sold in North America and Japan.
 - ° Also noted was the fact that in Japan, consumers must abide by the many restrictions placed on consumer products by their government. This has a significant impact on what is, and is not sold in Japan. Similarly, it impacts on the foreign manufactured products which are, and are not, imported into Japan.

Mr. S. Urakabe, Senior Managing Director of Tokyu Hands Co., then followed with this observation on Japan's Home Centre market:

- Japan's Home Centres can be divided into two types of stores that serve two kinds of customers:
 - ° Customer I: comes with a specific purchase in mind. This customer wants to make or to repair something and knows exactly what is wanted or needed;
 - ° Customer II: comes to the store wanting to do something, but is absolutely uncertain as