
WHAT TO LOOK FOR IN THE U.S. MARKET

Your first step into the U.S. mail order catalogue industry is to locate and establish contact with a mail order catalogue house that is interested in distributing your product. There are a great many catalogue houses from which to choose, ranging from those selling family apparel and household items, such as Spiegel, to those carrying specific products designed to fit into a special niche of the market, such as the Horchow Collection of decorative accessories.

Selling your product through a catalogue removes the expenses associated with more traditional channels of exporting. In more conventional marketing, you are often responsible for breaking new ground with your product in a certain area of the country. You may need to perform market studies or visit the area of destination to see how similar products are marketed. In the U.S., with the population base spread over vast areas, this is a costly and time-consuming venture. Selling your product through a catalogue eliminates that detail from your area of responsibility.

The catalogue house that you choose knows and understands the market to which it sells. It has completed the market research, and knows the demographics of households, the income level, the number and value of purchases per year, and—most importantly—, which items are selling. Developing this knowledge yourself would be a costly and time-consuming process.

Your responsibility as a manufacturer or supplier is to locate a catalogue house that will carry your product. The items you supply need to fit into the image that the catalogue is attempting to convey to its consumers. The wide variety of catalogues available may make the selection process your most difficult task.