

INTERVIEW WITH CANADIAN FURNITURE MANUFACTURERS

(For Market Study of Residential Furniture in
the Northwestern United States)

SALES

1. Name and location of U.S. customers.
2. Year exports commenced and current volume of exports to U.S.
3. Variation in volume of exports.
4. How product sold (sales representatives, company salesmen, corporate contacts, or distributors).
5. Growth expectation of exports to U.S.
6. Export problems encountered.
7. Limitations or restrictions imposed by company or customer.
8. Advantages and disadvantages in exporting to U.S.
9. Sales outlet preference (department stores, local furniture stores, or national chain stores).
10. Exhibit at U.S. furniture shows.

PRODUCT

1. Type and style of furniture exported.
2. Difference between Canadian and U.S. furniture (size, quality, design, etc.).
3. Primary fabric and/or finishes.
4. Use of U.S. designers.
5. Design changes in product line to accommodate U.S. market.
6. Future changes in products exported to U.S.
7. Comparison of "Returns and Allowances" -- Canada versus U.S.
8. Degree of acceptance in U.S. market.
9. Price range of products manufactured (low, medium or high).

PRICING

1. Terms of sales to U.S. importers (discount, f.o.b. points, and tariff payment).
2. Possibility of extending credit terms in future.
3. Sales inducements (quantity discounts, selling aids, freight allowances, sales promotions, advertising allowances, etc.).
4. Differential between pricing in U.S. and Canadian Market, exclusive of exportation costs.
5. Additional cost of exporting over domestic sales.

DISTRIBUTION

1. Mode of shipment.
2. Destination of shipment (retailer, distributor, or company warehouse).
3. Quality of service by carrier.

