

Table 2 illustrates the major exporting countries supplying the U.S. importers surveyed, the number of respondents supplied by each country and the overall level of satisfaction of the importers for their suppliers. A fuller presentation of these results for all countries supplying products to the respondents is provided in Appendix 6.

Table 2

County of Origin	No. of Respondents Being Supplied	Average Level of Satisfaction (Max = 5.0)
Japan	30	4.2
South Korea	18	3.7
Taiwan	15	4.3
West Germany	9	4.4
Italy	6	4.2
England	6	4.3

Table 2 demonstrates that these importers are generally quite satisfied with their current suppliers. Of the 102 buyer-supplier relationships identified through our interviews, only five cases of dissatisfaction were noted (three with South Korean suppliers and two with Japanese). Reasons for dissatisfaction included currency issues, lack of communication and poor attitudes of the foreign suppliers. While only three importers identified Canada as a source of musical instruments, these three were very satisfied with their experiences with Canadian suppliers. Frequently given reasons for importing musical instruments are the following:

- not available in the United States (64.4% of respondents);
- lower prices (53.3% of respondents);
- superior quality (24.4% of respondents);
- supplementary supply for domestic sources (24.4% of respondents).

A number of those interviewed also indicated that a relationship with a parent company, subsidiary or affiliate was the reason for importing.

An overwhelming majority (93.3%) reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports. While most importers interviewed (74%) had not previously tried Canadian suppliers of musical instruments, none of those who had tried Canadian sources reported any problems. Of those importers who had not tried Canadian sources, 73% expressed a desire to learn more about Canadian suppliers. Appendix 2 provides the names, addresses and telephone numbers of those importers who expressed a general interest in hearing from Canadian sources.

While the majority of respondents expressed a general interest in learning more about Canadian suppliers of musical instruments, some U.S. importers are currently seeking alternate sources of supply for specific products. These firms are:

- **JTG of Nashville** is actively seeking new suppliers of tuners and metronomes.
- **Lee Oskar Enterprises** would like to hear from a source of harmonicas.
- **Entertainment Music Marketing** is searching for manufacturers of fretted instruments and guitar amplifiers.
- **Baldwin Piano and Organ** wishes to hear from companies that can supply portable keyboards.
- **Baldwin Piano and Organ (Treber Music Co.)** is actively searching for alternate sources of pianos and organs.
- **Chesbro Music** would like to hear from companies that can provide guitars and drums.
- **Forty Eighth Custom Guitars** is seeking new sources of supply for guitar pickups and accessories.
- **Nikon Inc.** is interested in finding suppliers of electronic pianos and guitars.
- **Select Snare Drums** is looking for alternative suppliers of die castings, fasteners and screws.
- **Panasonic** is searching for sources of cabinetry for various components.
- **Chandler Industries** is seeking suppliers of electronic products.
- **C.F. Martin** is searching for a supplier of ukuleles.