

1. Strengths

a. Contemporary Furniture

Canadian Contemporary designs appear to be fairly well accepted in the U.S., as indicated by the comments of several retailers. Significant quotes by Northwestern U.S. retailers were:

"Contemporary furniture has a distinctive look."

"Contemporary is very good."

"They are especially good in Contemporary."

"Contemporary designs are the same as U.S."

b. Exclusivity

Many U.S. retailers in the Northwestern U.S. stated that some degree of exclusivity was extremely important to them. They did not want the same furniture of a given manufacturer flooding their retailing area. The reasons for this desire for exclusivity are understandable. Each retailer strives to offer some merchandise that is fresh and different, and it is advantageous to the retailer if the customer cannot comparison shop the same furniture in other retail establishments. The Canadian furniture manufacturer is in a good position to exploit this desire by the retailer. Current penetration into the Northwestern market has not been extensive, and smaller Canadian firms are more flexible than larger U.S. furniture manufacturers.