

sents Televideo, Eagle, Compupro, Diablo, NEC, Amdex, Espirt, Qume, Adds, Sanyo, Okidata, Anadex, MicroPro, and Busicorp. None of the products sold by Byte industries are imported. The company reports 85 percent of its sales are made up of sales of individual units with only 15 percent being system sales. Ms. Erikson added that 90 percent of the company sales are hardware and only 10 percent are software. The company does not stock any of the items itself and operates a sales force of six. Sixty percent of Byte sales are made in the Northwestern United States and 40 percent are made in the rest of the United States. Byte primarily sells to computer resellers who in turn resell to a wide variety of markets. Ms. Erikson advised that her company is always interested in looking at new products provided they are well made and a specific marketing program has been prepared. Any new products the company considers should be accompanied by adequate warranty and service programs but, she added, that Byte is not interested in importing themselves. Thus, Canadian companies wishing to do business with Byte will need either to consider establishing a market distribution center in the U.S. or operating through a domestic U.S. agent. Ms. Erikson listed robotics as an area which her company is seriously considering for future expansion.

COMPUFACT

1430M South Village Way
Santa Ana, CA 92705

(714) 972-2000

Mr. John W. Haynes, III

Compufact represents the following manufacturers: Prime, Data Products, Printronics, Mannesman Tally, ADDS, Televideo, Texas Instruments, Rexon and NEC Spinwriter. The company sells computers, discs, tapes, printers, CRTs, and bar code equipment. To date, none of the products the company sells are imported. Mr. Hanes advised that 80 percent of his company's sales are comprised of complete system sales and that 70 percent of sales consist of hardware as opposed to software. Compufact holds none of the items it sells in stock but relies on fast accurate deliveries from the manufacturer. Mr. Hanes mentioned that he expects approximately 35 percent support level from the manufacturer whose products he sells. Compufact sells nationally in the United States and has 10 salesmen on its payroll. The company concentrates on manufacturers and distributors which it considers its key client groups. Mr. Hanes could possibly be interested in looking at new products from Canada; he has not hitherto purchased from a Canadian source but he suggests that interested Canadian companies write to him in the first instance. Mr. Hanes further added that his company would be ready to seriously investigate some business activities with Canadian companies within the next 12 to 18 months and that he is currently looking for new sources of terminals and printers. No financial information on the company's turnover was offered.

COMPUTER INPUT CORP.

1840 South Elena
Redondo Beach, CA 90277

(213) 372-2177

Mr. John Bradley, President

Computer Input Corporation is a service bureau and consulting firm. The company also provides facility management and offers turnkey systems. Mr. Bradley advised that his company represents IBM, Hewlett Packard and Informatics. The company's turnover is approximately \$5 million per year. Sales consist of 100 percent complete systems. Mr. Bradley considers that his software sales are an integral part of his hardware sales but, added, that out of his total sales, 40 percent of the invoiced value is usually for hardware and 60 percent for software. To date, the company has concentrated its sales activities on IBM and Hewlett Packard Series I computer systems, and on legal software. Mr. Bradley mentioned that the bulk of his business is with the legal profession and that Computer Input still specializes in anti-trust applications. The company stocks some of the hardware it sells and Mr. Bradley mentioned that \$140,000 was the typical in-stock value for a stock system. Computer Input Corporation requires 90 percent of its service support from the manufacturer whose products it sells and so far has experienced no major delivery set-backs with hardware suppliers. The company's software suppliers often operate on a very extensive lead-time which can cause some problems. Computer Input currently maintains a sales force of fourteen. Mr. Bradley could be interested in investigating Canadian sources for new products. He suggested that interested suppliers send him a letter before making an appointment and added that he would be interested in attending Canadian Government sponsored seminars to learn more about computer technology. Further, Mr. Bradley would also be interested in some form of reciprocal marketing arrangement with a Canadian company, providing common interest could be established.

DAYTON-FORESTER & ASSOCIATES INC.

8740 Shirley Avenue
Northridge, CA 91324

(213) 701-0127

Mr. N.L. Eyster, President

Dayton-Forester & Associates are distributors, and also computer and software retailers. The company represents the following manufacturers: Texas Instruments, General Electric, Lear, ADDS, Racal-Veikolics Inc., Micro Products Co., Diablo, and Micro 5. The main products sold by Dayton-Forester from these manufacturers are printers, CRTs, microcomputers, modems, multiplexers, and supplies. None of the products are imported. Mr. Eyster advised that both sales of complete systems and individual unit sales were equally important to his company and that his current sales consist 98 percent of hardware but that Dayton is becoming increasingly involved in software sales. The company does hold stock in the items it sells. Mr. Eyster advised that the price limit