2.4 PRICE SEGMENTATION IN THE U.S. MARKET

Canadian furniture makers attempting the U.S. market should have a working knowledge of how the market is divided into price and style categories.

RETAIL PRICE RANGE INDICATION FOR LOW, MEDIUM AND HIGH PRICED FURNITURE IN U.S. MARKETS IN U.S. DOLLARS

	B'room Suites	Dinettes*	Formal Dining Suites	Occ'snl Pieces	Uphol- stery**	Wall Units
High Priced Furniture (High-End)	2,000	2,500 	3,000	2,000	5,000 1,200	1,500
Mid-Priced Furniture	2,000	750	3,000	600	1,200	1,500
	800	300	1,200	200	500	500
17% Low-Priced (Promotional)	800 200	300	1,200 500	200 1 50	500 200	500 100

^{*} Largely steel framed with melamine, paper, veneer or glass tops

The above chart is purely indicative and in a market the size of the U.S. market there are always many exceptions to any general pricing rule.

^{**} Based on three seater sofa