

I. SUMMARY

This market study is a review and assessment of the greater New York City area residential furniture market. In essence, it is an update of the study of the area completed in April 1981. The current study identifies the changes that have taken place in the market, assesses the degree of penetration achieved by the Canadian manufacturers, and presents recommendations on what is needed to make further inroads in the marketplace.

Canadian manufacturers have made progress in the New York City market in the past four years. Their products are considered to be of excellent quality, and retailers are pleased with the level of service they provide. Also, the prices of Canadian exports are competitive. Revision is needed in Canadian styling, and sales representation and sales inducements need to be strengthened. A comparison of the interviews with Canadian manufacturers and U.S. retailers in both study periods is shown in a table on a separate page immediately following the written portion of this summary.

The potential of the New York City area as a viable outlet for Canadian furniture is as great today as it was in 1981.

Contemporary furniture, the strong suite of Canadian manufacturers, is becoming a more important factor in the sales picture. The rate