

- Self Service Furniture, Inc., Spokane, Washington
- The Bon, Seattle, Washington
- Grantree Corporation, Portland, Oregon
- Dayton's, Minneapolis, Minnesota

E. Trends in the Marketplace

A study of the potential for sales of Canadian furniture in the United States must consider the requirements for making the initial sale, getting repeat business, and possible retaliation in some form by U.S. manufacturers. Our surveys of retailers have revealed that they would buy from Canadian manufacturers, but would expect comparable styles and a slightly superior value than U.S. manufacturers are offering. Current furniture news and literature indicates some of the conditions facing U.S. furniture manufacturers today and should be of interest to Canadian firms in planning their export strategies.

1. Retailers/Manufacturer Relationships

The most successful U.S. furniture manufacturers work very closely with their major retailers in developing new furniture introductions and often receive commitments from the retailers even before the markets begin. Some manufacturers have formed a Retailer Advisory Committee of about 12 knowledgeable, highly respected retailers. Each of the 12