conceivable that a Canadian manufacturer with less ambitious export plans does not want or need this high degree of exposure. In addition, a manufacturer may not want to commit an expenditure of this magnitude to a furniture showroom.

Although other available alternatives provide less exposure, they are also more cost effective. Some of the more desirable alternatives are:

* U.S. regional furniture markets and shows
* Canadian furniture markets
* Retailer visits to manufacturer plants or showroom

Mass merchandizers and multi-unit furniture chains rely heavily on the High Point market, and to a lesser extent the Dallas market, for their purchases or decisions to purchase. The smaller retailers tend to gravitate more to the regional markets, a less expensive and time consuming visit.

3. Sales Inducements

Canadian firms should review their present policies on sales inducements to U.S. retailers. Earlier in the report, we mentioned that the majority of the retailers interviewed stated that Canadian sales inducements are less than those offered by U.S. counterparts. There has been some improvement in Canadian inducements since 1981, but there is still a wide gap that needs to be appreciably narrowed.