

Stumpff added, "Private showings appear to be much more cost effective and will be our direction for the future." If this greater emphasis on private showings and on major markets such as High Point and Dallas becomes an industry trend, then the regional markets may provide an increasing opportunity for the Canadian manufacturer to successfully show its wares -- particularly if the smaller retailer is the marketing target. The smaller retailer is unlikely to spend the time and money necessary to visit the major markets.

B. Design for Market

Although Canadian Contemporary designs fared better than Traditional designs with the Northwestern U.S. retailers, Canadian manufacturers should market styles in the U.S. that suite the tastes of American Consumers. This may require some separate designs for the U.S. market. For example, a Canadian manufacturer may use one or more of the following steps which are employed by a major U.S. manufacturer in introducing a new design to the marketplace.

Once a decision is made as to style direction and specific piece assignments, sketches are prepared by the design department, from which detailed drawings are made. From these drawings, samples are built and reviewed by management, design, sales representatives, and key accounts. Revisions are made, if necessary, before the final samples are approved for introduction at Market.