

Canadian and U.S. Suppliers:

How They Differ

and Why that Matters

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On an empirical level, research has established that Canadian suppliers may fall behind U.S. suppliers in several areas, including customer and supplier interfaces, warehousing, transportation, and materials planning (Brown, 1995; Byrne, 1993; Inglis, 1992). Other research has shown that Canadian products are not perceived highly by domestic and foreign consumers (Papadopoulos, Heslop, & Bamossy, 1994).

The goal of this research is to (1) determine whether a performance gap exists between Canadian suppliers and U.S. suppliers as perceived by their customers on both sides of the border, (2) identify the reasons for any such gap, and (3) propose ways to reduce any gaps.

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