

Chart 8: The Major Software Publishers are:

NAME	LOCATION	SIZE/PEOPLE
Apple Claris	San Francisco	300
Ashton Tate	LA	1,200
Autodesk	San Francisco	600
Borland	Scotts Valley San Francisco	600
Computer Associates	San Francisco	5,000
IBM	New York	
Lotus	Boston	1,200
Microsoft	Washington State	3,300
Software Publishing	San Francisco	300
Word Perfect	Orem, Utah	

6.5 (a) Mass Merchants / Retailers: (20,000)

Mass merchants carry low margin, low priced computers for the home market. They provide little support, but do offer credit privileges and wide access to the home and small business market.

Advantages: These firms are increasingly the key players in the mass market. Their share of software sold has risen and will continue to rise as the software becomes more and more standardized. The major vendors are operating increasingly like food retailers. "Spiffs," coop advertising, training, in-store displays, etc, are all being demand by the chains. Do you have the resources to undertake these tasks?

6.5 (b) Office Specialty Stores: (4,500)

Traditionally these stores have provided the "hard sell" sales force for office machines. They currently lack the "trained" sales force to sell sophisticated networks, currently the hot item in the market. However, these stores are increasing their capability quickly and may be a good channel for some office oriented software. Due to the "mom and pop" type operations of this channel it is hard to contact. The hard "door knocking" style of the copier / fax sales crew in this channel may offer a good starting point for a regional operation. Over 15,000 attendees went to their convention (National Office Machine Dealers) in Las Vegas last year.