

sales of complete systems account for approximately 40 percent of the corporation's business but that sales of individual units are given equal priority. Five percent of Hamilton's turnover consists of software. The company holds stock of quite a number of the items it sells. Generally, the top price limit for stocked items is \$50,000.

When considering a new line Hamilton looks for the following support from manufacturers: parts and labour warranty for end users; manufacturers who offer repair centers throughout the United States and Canada (this is particularly important for commercial systems); and, authorized repair programs for dealers and distributors who can meet the qualification levels. The majority of the corporation's suppliers currently meet all of the above criteria.

Hamilton's market is the entire continental U.S. and Canada and the company employs approximately 770 salesmen. Hamilton's major client groups in order of priority are commercial, professional and manufacturing end users.

Mr. McCombs mentioned that Hamilton would be extremely interested in the possibility of adding new Canadian products to its sales portfolio, particularly for distribution in Canada and also that there are possibilities for U.S. distribution. This company has not hitherto bought Canadian products. If Canadian suppliers are interested in establishing a business relationship by initially supplying the company for Canadian sales, they should contact Mr. Dick O'Melveny at (213) 615-3939. The company could be interested in some form of joint venture marketing activity in the commercial microcomputer application area, particularly if retail stores are important to the plan. Accessories, supplies and video monitors are currently high priority items of new sourcing. Mr. McCombs considers there are product gaps in local area networking and in equipment for communications between micro and mainframe computers.

PERIPHERAL MARKETING

1400 Stierlin Road, Building D-1
Mountain View, CA 94043 (415) 964-4652

Mr. Al Levy, Director of Marketing

Peripheral Marketing is a new company, having been formed in 1982. Sales are in the vicinity of \$6 million a year. The company represents the following manufacturers: Axion, Brikon, Rana Systems, Liberty Engineering, Tadam, Vertex, World Storage Technology, Qubex, Xemag and Xidex Magnetics. Main sales areas for these manufacturers' products are hard and floppy disk drives, testers for floppy and Winchester drives, floppy disk media and duplication service, and matrix printers. Less than 10 percent of the products which Peripheral Marketing sells are imported; 90 percent of the company sales are for hardware items. Peripheral Marketing holds all items in stock and prices for products range from \$20 to \$3,000. Generally speaking, Peripheral Marketing handles all the service its customers require and

very rarely refers to the manufacturer. The company operates nationally with offices from coast to coast and employs 30 salesmen. Mr. Levy advised that his market consists primarily of medium size OEMs and secondarily, of dealers. He is interested in looking at Canadian products which could add to his existing line up; he suggests that interested Canadian suppliers first send a letter with full product information. Items which could interest Peripheral Marketing include portable PCs, terminals, printers, and Winchester backup devices.

CABOT BUSINESS SYSTEMS INC.

2790 Harbor Boulevard
Coasta Mesa, CA 92626 (714) 662-0723

Mr. Robert A. Grote, President

Cabot was established in 1978, has an annual turnover in excess of \$2.5 million, and employs 15 persons including 6 salesmen. The company basically concentrates on supplying turnkey operating and system houses with Epson, Eagle, Kaypro, Durango and Rexon Products. In addition, Cabot is also able to supply more than 80 software packages. To date, approximately 5 percent of the products which Cabot sells are imported and they have experienced no problems either in price or delivery with imports. Since Cabot concentrates on supplying complete systems, as opposed to individual items, 95 percent of the company's sales volume is made up of complete system sales. Mr. Grote estimated that his company's sales are 60 percent hardware and 40 percent software. Cabot holds stock of some of the products that it sells and items are priced for sale between \$500 and \$5,000. Cabot generally expects a minimum of service support level from the manufacturer whose products it sells. The company is currently not experiencing any problems with the deliveries though its market in some instances is world-wide, although is mostly centered in Southern California. Mr. Grote considers the rental equipment, medical, distribution and manufacturing markets are his key market areas.

Mr. Grote could be interested in considering select Canadian products for addition to his portfolio and suggests that any interested Canadian supplier sends him a letter and sets up an appointment to see him. Mr. Grote is interested in the possibility of learning more about Canadian products, attending industry information seminars, and could be interested in the possibilities of joint venture marketing with Canadian sources. Mr. Grote said that his company is currently considering a "pick" based system for national distribution.

BYTE INDUSTRIES INC.

21130 Cabot Boulevard
Hayward, CA 94545 (415) 783-8272

Ms. Sandra A. Erikson, Vice President Marketing

Byte Industries is a computer terminal, printer and productivity software distributor. The company repre-