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# IMPORT ANALYSIS

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MICROCOMPUTERS

DECEMBER 1982



Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
régionale

Canada 

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MICROCOMPUTERS

DECEMBER 1982

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REFERENCES:

- (1) Customs Tariff: Item 41417-1
- (2) Canadian International Trade Classification (Cat. #65-502E, Statistics Canada)
- (3) Imports by Commodities (Cat. #65-007, Statistics Canada) Commodity Code 771-22(21)

SECTION I

SCOPE OF ANALYSIS

This report is based on a detailed analysis of imports of microcomputers for December 1982. Microcomputers are included in Statistics Canada Import Commodity Code 771-22(21) "Microcomputers, digital".

Microcomputers are manufactured in Canada; however, Statistics Canada does not provide separate data on production or shipments by Canadian manufacturers.

SECTION II

RECONCILIATION

The value reported in this analysis does not correspond to official Statistics Canada figures for various reasons.

Reconciliation of the two figures is explained as follows:

	<u>DOLLAR VALUES (\$,000)</u>	
	<u>Analyzed by Import Analysis</u>	<u>Published by Statistics Canada</u>
Reported Values	9,252	12,028
Documents not available for analysis	327	
Document referring to products which should have been classified elsewhere	594	
Other Adjustments		95
<u>Difference in Definition of Value</u>		
Import Analysis uses Selling Price F.O.B.;		
Statistics Canada uses value for Customs Duty purposes	1,950	
	<hr/>	<hr/>
	12,123	12,123

NOTE: Statistics Canada's figures are subject to revision; changes will be reflected in the normal way: i.e., "pink sheets", which are located in the front section of Catalogue #65-007

SECTION III

ANALYSIS OF IMPORTS

Imports of microcomputers during December 1982 amounted to 19,874 units valued at \$9,252,000.

Unit prices shown in Table 1 vary significantly depending upon the amount of peripheral equipment included with the basic unit.

In most cases the capacities shown in Table 1 are the actual kilobytes. However, in the instances when a range of capacities were indicated, the minimum was taken for inclusion in this analysis.

These microcomputers tended to fall into three distinct group (with some small overlaps):

- under \$500 each with capacities 8 to 32K;
- \$501 to \$3,000, with capacities 48 or 64K; and
- \$3,001 to \$5,000, at 128K or over (many capacities not specified for this group).

A minimum of 77 per cent of the reported value are in Statistics Canada's terminology "transactions between affiliated firms" (Table 3).

Full details of the analysis are provided in the following four tables of information.

TABLE 1

IMPORTS OF MICROCOMPUTERS - BY UNIT PRICE AND CAPACITY

DECEMBER 1982

<u>Unit Price</u> ( \$ )	<u>Quantity</u> ( No. )	<u>Value</u> ( \$ , 000 )	<u>COUNTRY OF ORIGIN</u>		<u>CAPACITY (KILOBYTES)</u>							
			<u>USA</u> ( % of Value )	<u>Other</u> ( % of Value )	<u>8K</u>	<u>16K</u>	<u>32K</u> ( - % )	<u>48K</u> ( - % )	<u>64K</u> of	<u>128K</u> Value	<u>256K</u> ( - )	<u>Not Specified</u>
500 and under	13,708	2,629	89	11	8	66	19	*	1	-	-	6
Over 500 to 1,000	3,512	2,598	100	*	*	12	*	76	5	-	-	7
Over 1,000 to 3,000	2,452	3,166	97	3	-	*	2	19	57	5	5	12
Over 3,000 to 5,000	108	371	86	14	-	-	-	1	-	46	2	51
Over 5,000	94	488	97	3	-	-	-	-	4	26	-	70
<b>TOTAL</b>	<b>19,874</b>	<b>9,252</b>	<b>95</b>	<b>5</b>	<b>3</b>	<b>22</b>	<b>6</b>	<b>28</b>	<b>21</b>	<b>5</b>	<b>2</b>	<b>13</b>

NOTES: \* Less than one per cent.

- Percentage figures may not add due to rounding.

- Dollar values shown are based on selling price F.O.B. plant, in Canadian dollars.

- These notes are applicable to all tables.



TABLE 2

## IMPORTS OF MICROCOMPUTERS - AFFILIATED TRANSACTIONS

DECEMBER 1982

Unit Price (\$)	Quantity (No.)	Value (\$,000)	COUNTRY OF ORIGIN		CAPACITY (KILOBYTES)							Not Specified
			USA (% of Value)	Other (Value)	8K	16K	32K (% of Value)	48K (% of Value)	64K (% of Value)	128K (Value)	256K (Value)	
500 and under	7,257	1,701	100	-	*	68	29	-	*	-	-	1
Over 500 to 1,000	2,817	2,130	99	*	*	14	*	78	*	-	-	6
Over 1,000 to 3,000	2,108	2,731	99	*	-	*	1	22	58	6	5	8
Over 3,000 to 5,000	71	236	82	18	-	-	-	2	-	63	-	35
Over 5,000	77	336	98	2	-	-	-	-	-	35	-	65
TOTAL	12,330	7,134	99	1	*	21	8	32	22	6	2	9

TABLE 3

IMPORTS OF MICROCOMPUTERS - APPARENT "ARMS-LENGTH" TRANSACTIONS

DECEMBER 1982

Unit Price (\$)	Quantity (No.)	Value (\$,000)	COUNTRY OF ORIGIN		CAPACITY (KILOBYTES)							Not Specified
			USA (% of Value)	Other (% of Value)	8K	16K	32K (% of Value)	48K (% of Value)	64K (% of Value)	128K (% of Value)	256K (% of Value)	
500 and under	6,451	928	69	31	23	61	-	*	3	-	-	14
Over 500 to 1,000	695	468	99	*	2	*	*	64	23	-	-	10
Over 1,000 to 3,000	344	435	85	15	-	*	1	2	54	1	2	38
Over 3,000 to 5,000	37	135	93	7	-	-	-	-	-	16	5	79
Over 5,000	17	152	94	6	-	-	-	-	12	5	-	84
TOTAL	7,544	2,118	82	18	10	27	*	15	18	2	*	27

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TABLE 4

## IMPORTS OF MICROCOMPUTERS - BY PROVINCE OF ENTRY

DECEMBER 1982

Unit Price (\$)	Value (\$,000)	P R O V I N C E   O F   E N T R Y									
		Newfound- land	New Brunswick (	Nova Scotia -	Prince Edward Island %	Quebec of	Ontario Value	Manitoba -	Saskatchewan )	Alberta	British Columbia
500 and under	2,629	*	*	*	-	3	95	*	*	*	2
Over 500 to 1,000	2,598	*	1	2	-	18	49	8	3	8	11
Over 1,000 to 3,000	3,166	-	*	*	-	3	78	3	*	5	10
Over 3,000 to 5,000	371	-	-	-	-	-	73	-	4	-	23
Over 5,000	488	-	-	-	-	4	88	-	-	-	8
TOTAL	9,252	*	*	1	-	7	75	3	1	4	9

SECTION IV

IMPORT MARKET CONCENTRATION

IMPORTS OF MICROCOMPUTERS

DECEMBER 1982

Value (\$,000)	MARKET SHARES	
	<u>Top 3 Importers</u> ( - % of Value - )	<u>Top 5 Importers</u> ( - % of Value - )
9,252	44	59

SECTION V

EXPORTERS TO CANADA OF MICROCOMPUTERS

DECEMBER 1982

Major exporters of the microcomputers shown in Section III are listed below. These are shown in three ranges of unit price; and in descending order of value with each range.

<u>Unit Price</u> (\$)	<u>Name</u>	<u>Address</u>	<u>Quantity</u> (No.)	<u>Value</u> (\$)
Under 500	Texas Instruments Inc.	Lubbock, TX USA )	7,535*	1,938*
	Atari Inc.	Santa Clara, CA USA )		
	Commodore Business Machines	Santa Clara, CA USA )		
	Tandy Home Computers/ Tandy Electronic	Ft Worth, TX USA )	5,498*	484*
	Sinclair Research Ltd.	Cambridge U.K. )		
	Computerland Corp.	Hayward, CA USA )	137*	39*
	Telxon Corp.	Houston, TX USA )		
	Motorola Inc.	Phoenix, AZ USA )		
	Heath Co.	St. Joseph, MI USA )		
		Other exporters under \$500		<u>538</u>
TOTAL Under \$500			13,708	2,629

EXPORTERS TO CANADA OF MICROCOMPUTERS

(Continued)

DECEMBER 1982

<u>Unit Price</u> ( <u>\$</u> )	<u>Name</u>	<u>Address</u>	<u>Quantity</u> ( <u>No.</u> )	<u>Value</u> ( <u>\$</u> )
501 to 3,000	Apple International	Sunnyvale, CA USA	3,821*	3,508*
	Tandy Home Computers/ Tandy Electronic	Ft Worth, TX USA		
	IBM Corp.	Armonk, NY USA		
	Computerland Corp.	Hayward, CA USA	851*	776*
	Atari Inc.	Santa Clara, CA USA		
	Osborne Computer Corp.	Hayward, CA USA		
	Victor Business Products	El Paso, TX USA	280*	325*
	Non-Linear Systems Inc.	Solana Beach, CA USA		
	Heath Co.	St. Joseph, MI USA		
	Hewlett Packard Co.	Corvallis, OR USA	196*	259*
	Paradyne Caribbean Inc.	Ponce Puerto Puerto Rico		
	Internat Trading Corp.	Turks & Caicos BWI		
	Monroe Systems	Morris Plains, NJ USA	122*	170*
	Telxon Corp.	Houston, TX USA		
	Motorola Inc.	Phoenix, AZ USA		
Texas Instruments Inc.	Lubbock, TX USA			
	Other exporters in this price range		694*	726*
TOTAL - 501 to 3,000			5,964	5,764

EXPORTERS TO CANADA OF MICROCOMPUTERS

(Continued)

DECEMBER 1982

<u>Unit Price</u> (\$)	<u>Name</u>	<u>Address</u>		<u>Quantity</u> (No.)	<u>Value</u> (\$)	
Over 3,000	Hewlett Packard Co.	Corvallis, OR	USA	57*	247*	
	Reynolds & Reynolds	Dayton, OH	USA			
	Tandy Home Computers/ Tandy Electronic	Ft Worth, TX	USA			
	Hamilton Avnet Elec.	Woburn, MA	USA	30*	200*	
	North Star Computer	San Leandro, CA	USA			
	Motorola Inc.	Phoenix, AZ	USA			
	Apple International	Sunnyvale, CA	USA			
	Texas Instruments Inc.	Lubbock, TX	USA			
		Other exporters in this price range			115*	412*
	TOTAL - Over 3,000				202	859

NOTE: \* Aggregated to preserve confidentiality.

SECTION VI

IMPORT TRENDS

Import Commodity code 771-22(21) "Microcomputers"

Calendar Years 1980 - 1982

<u>1980</u> <u>\$,000</u>	<u>1981</u> <u>\$,000</u>	<u>1982</u> <u>\$,000</u>	<u>% C H A N G E</u>			<u>Average Annual</u> <u>Growth (%)</u> <u>1980 to 1982</u>
			<u>1980 to 1981</u>	<u>1981 to 1982</u>	<u>1980 to 1982</u>	
7,459	24,582	79,452	230	223	965	226

MONTHLY 1981 AND 1982

<u>1 9 8 1 (\$,000)</u>											
<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
897	590	1,687	1,971	1,899	1,621	2,302	1,261	1,728	2,427	4,158	4,041

<u>1 9 8 2 (\$,000)</u>											
<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
3,306	3,835	4,861	4,595	5,552	5,363	5,907	8,226	7,127	6,432	12,220	12,028

SOURCE: Statistics Canada



SECTION VII

CANADIAN AND FOREIGN TARIFFS

CANADA

Microcomputers included in this analysis were dutiable under the following most commonly applied tariff item.

<u>Tariff Item</u>	<u>Description</u>	<u>British Preferential Tariff</u>	<u>Most Favoured Nation Tariff</u>	<u>General Tariff</u>	<u>General Preferential Tariff</u>	<u>U.K. &amp; Ireland</u>
41417-1	Electronic data processing machines and apparatus; peripheral equipment for use therewith including data entry, data preparation and data handling machines and apparatus; accessories and attachments for use therewith; parts of all the foregoing; none of the foregoing to include telephone and telegraph apparatus and parts thereof.	1982 Free 1983 Free	6.3% 5.1%	25% 25%	Free Free	3.9% 3.9%

Tariff items and rates of duty are subject to change, and need to be verified by direct reference to:

Customs Programs Branch  
Department of Revenue Canada  
Customs and Excise  
Ottawa, Ontario  
K1A 0L5

FOREIGN COUNTRIES

Inquiries concerning tariffs and other government trade regulations in foreign countries should be directed to:

International Bureaux  
Department of External Affairs Canada  
Ottawa, Ontario  
K1A 0G2

