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Issue: No real understanding of size and scope of the current custom drapery market

Solution: Create a profile and determine market scope for the custom drapery market

- ***Profile and market analysis of custom drapery market*** to include:
 - Current size of U.S. drapery market and market segmentation
 - Snapshot of product lines
 - Profile of custom drapery designer (Who is selling draperies)
 - Profile of drapery consumer
 - Major players in the market and their strengths and weaknesses
 - Average selling price of custom drapery and custom drapery and top treatment
 - Common sales practices of drapery designers such as average cost, markups and margins of components of custom drapery sales.
 - Outlook for custom drapery post recession including key external drivers
 - Sales opportunities in custom drapery