

MICADIA MOMENTS

'New approaches to retail success' May - June 2008

1221 West Market Street ■ Akron, OH 44313 ■ 330.701.5257 ■ www.micadia.com



Here's a Thought

You may have noticed that the "tag-line"

of Micadia has been changed from *Maybe I Can Do It All* to *Maybe I Can't Do It All Alone*.

In the last several months, the butterfly has been flying from hospitals, to office, to physical therapy and occupational therapy. It became apparent that no one can accomplish much without the help of many others. In business as in life, we need each other, and we must do everything in our power to show concern and support. And when it is returned, in kind, all will be well.

Don't forget to stop and smell the flowers this Spring, and watch out for the butterfly! She could stop in for a visit, and will be happy to bring a book!

Ann

Sometimes, we think the change of seasons will never arrive. For those in retailing, the buying has taken place three to six months back. Often one has to book purchases, even back into another season, then return to your location and prepare for just what is ahead. It is hard to have bought for Spring in the Fall, and then celebrate Thanksgiving. It can get confusing, and tiring. Think of the manufacturers who can be a year ahead of the retailer, in their planning. What a risk everyone is taking, and YOU are to be applauded for taking it!



Many were not prepared for the "slow-down" that has come our way, and many are worn-out competing with the chains, and big-box stores, who can discount merchandise, and run sales on a whim. The independent business person needs to realize that all their hard work and personal service is what will get them through this rough patch.

Do you know that the big box stores, and chains; even the department stores, no matter how interesting they may be, only return \$.23 on the dollar back to the community, whereas the Independent Business Owner returns \$.73 on the dollar back to the community? **CELEBRATE** that little snippet of knowledge and press on.



What can you do to get the customer/client back to your business? Remember the sub-title of "**It's All About Retail, Attracting, Building and Keeping Customers.**" In the hot pink section of the book (*Ideas and tasks #22-25*)—your marketing plan can take over at this time.

- Is your reputation long and healthy?
- Are you the face of your business?
- Do you promote your business everywhere you go?
- Is your business card current?
- Can it start a conversation?
- Are you out there, in the community, supporting everything possible to remind old friends that you are still in business?



Yes, dollars are in short supply these days. Make sure your business gets all it deserves. Donate items to charity, whenever possible, volunteer at an event. Take every opportunity to reach out (with business card in hand) as time permits. If you are the face of your business—make it a happy face. Is there an opportunity to co-operate with another business? The butterfly went shopping, recently, in a neighboring community. She had something specific in mind, and one shop sent her to another, where she found what she was looking for. How very nice to have cooperation among competition, and how great for a reputation.



"How beautiful a day can be, when kindness touches it!"

George Elliston



ORDER YOURS TODAY!!!

A book designed for the entrepreneur and the consumer written by Ann Reeves Burton, based on over 30 years of retail experience.

IT'S ALL ABOUT RETAIL and the importance of **Attracting, Building and Keeping Customers.**

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Maybe I Can't Do It All Alone! 'New approaches to retail success'