

# MICADIA MOMENTS

'New approaches to retail success'

November - December 2009



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## Here's a Thought

As the season of holidays approaches, the Butterfly wishes each of you a busy, peaceful and joyful Holiday. Your lives and your families are so very important, and your business will reflect your happiness at being together. Being helpful to everyone shows the pleasure of the season.

The MICADIA mantra "Maybe I Can't Always Do It Alone!" holds true for all of us. We all need imagination, intuition, persistence, and even a little humor to please ourselves and others. Idea # 34 **C-E-L-E-B-R-A-T-E!**



"Use smart, cost-effective promotional techniques that will arrest the eye, tug at the heart, and convey what is unique and special about your business"

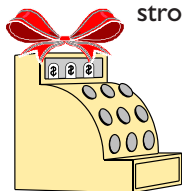
Martha Stewart



Don't forget your employees this holiday season, and what better gift than the tool that will help them improve the way they deal with your customers. Give them a copy of "It's ALL About RETAIL – Attracting, Building and Keeping Customers". Looking for a bargain in these tough economic times? Purchase five or more copies at the discount price of \$20 each.

Go to [www.micadia.com](http://www.micadia.com) or call 330.701.5257.

Greetings! Fall certainly came on in a hurry this year, and already the newspapers are talking about the Holidays, and all the sales! Almost doesn't give the independent retailer time to breathe. In one week we heard that retail sales were not expected to be strong, and then we were told that retail sales show signs of recovery. It can be a wonderful opportunity, for the business owner to focus on his or her particular strengths, and take each holiday as it comes. The Christmas decorations seem to be in the big stores even before the swimming pools are closed, and before you know it spring will be back again, and no-one has had time to breathe.

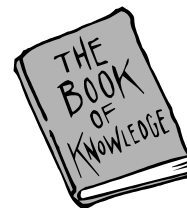


How well the Butterfly remembers the fall buying trip to New York. The children's market always fell around Halloween, but we were buying for spring, and even early incentive for fall and winter coats, the following year. Spring involved little bunnies, and chickens appliquéd on dresses, and special sweaters, in case it was cold. We traveled home, celebrated Thanksgiving, and had the shop ready for the Holiday Open House the Sunday after eating the turkey. It was hard to keep it all straight, and even more difficult to enjoy each season as it arrived. However, it was so important to encourage each employee to stress each and every holiday as it came along. (Idea and Task #43) Putting emphasis on each event as it comes along gives the customer the opportunity to relax, and focus on what is really important, and what they really need. The independent retailer can take the opportunity to have lay-away, just like the big guys, but the independent business owner can also offer free gift wrapping, and even a place to sit a minute.



There is a gift store that will offer a cup of tea or coffee, there is a garden store that will make a phone call; there is a clothing store that will call another location; or even a competitor if they are out of a particular item. And what about the market that will take your list, create a gift basket, and deliver it with your holiday greetings. **Customer service makes all the difference in the world and makes everyone's holidays so much more enjoyable.** (Idea # 19, & Task # 19) *It's All About Retail, Attracting Building and Keeping Customers.*

When you know your customer, you know your merchandise and can suggest solutions; you will see signs of recovery long before anyone else! Add on suggestions will usually result in a sale, and the customer will leave with the complete package, and a good feeling about your business.



Keep in mind your accessibility. An accident in an aisle, a cleaning bucket in the way, or even a box of decorations, is a sure way to send customers to another store. (Idea #13) Keep in mind your liability, all the way to the car!

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