

letters from our readers



WRITE TO US!

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Market Matters

Thank you for providing such great information. It helps both new and established businesses understand the market. Keep it coming!

SHAREEN ALLY
FREESIA FLORALS

First Impressions

Just received my first issue of *Retail News* and was very impressed. Great job!

JERRY RUBIN
AUTHENTIC AFRICAN JEWELRY

OOPS!

In the last issue (*January/February 2007*), Authentic African Jewellery's address was incorrectly listed. The company is located at 18 Consulate Road, Unit 210, Winnipeg, Man.

ask a pro Trendy Merchandise

What's the typical shelf life of trendy goods and how much of them should I stock?

If you cater to a young and hip clientele, or want to appeal to that demographic, devote about 50% of shelf space to trendy goods, of which 5% should be really edgy stuff.

At minimum, revamp this merchandise selection twice a year to coincide with major spring and fall trends. (In-the-know shoppers expect your store to evolve with these seasons.)

Looking for hard stats that support stocking trends? According to consumer research conducted by Danica Imports, Canadian consumers spend a quarter of their disposable incomes on fashion and trendy products.

Ratios aside, be open minded when purchasing trends. Just because you don't like something, doesn't mean it won't sell. So, think about your customer's needs and wants, not just your own.

ask a pro Magazine Advertising

I've been approached by a national decorating magazine to advertise. I'm not sure if it's worth it. What's your take?

National decorating magazines target one of our industry's most important consumer groups – décor aficionados. However, before booking an expensive advertisement with them, bear in mind that very few of their readers are within driving distance of your store, and most consumers won't drive more than 20 km to do their shopping.

Now, if you have an e-commerce Web site, you may want to say yes to the national magazine and advertise because you want the kind of mass coverage they can offer.

Also, if a wholesaler you deal with is placing an ad and wants to showcase your location, that's a good thing. The ad will likely increase your exposure at little to no cost to you.

Whatever your decision, make sure it's based on increasing traffic. ■

Have You Sent In Your Business Card Yet?

We're searching for the best business cards in the biz for an upcoming feature article. Send your card by March 30 to: *Retail News* Editorial Offices, 103 Niska Drive, Waterdown ON LOR 2H3.

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