

FIVE GREAT REASONS TO VISIT RETAILEDGE.COM.AU THIS MONTH

1. View special discounts from newly listed suppliers
2. Advertise your job vacancies
3. Register yourself or a staff member for a retail training course
4. Subscribe to receive the very best supplier discounts on offer
5. Register for Accounts Online Services.



Retail Business Plans

All successful retail businesses have plans. If you don't know where you are heading, then how do you know if you are going in the right direction? And perhaps even more importantly, how do you know when you have arrived?

Let's consider an often neglected plan within small retail businesses - the Promotional Plan.

The "field of dreams" approach (open the doors and they will come) is sadly not a reality in this competitive environment. You need to be presenting your customers with a barrage of "reasons" to shop in your store. Start by mapping out the months of the year. Enter in all key dates - Easter, Christmas, Public Holidays, School Holidays, Seasons and anything relevant to your business. Think about your products and how your customers view your products at different times of the year.

Then comes the fun bit. Get staff and/or family and friends together and "brainstorm" ideas to promote the business. Promotions don't need to be about discounts, think about how you can add value to the shopping experience without it costing too much. When you've made a list of ideas, then slot them in to the months that are most appropriate.

Then think about what you want to achieve during the promotion - are you targeting customer acquisition or customer retention? How much will the activity impact your sales budget - set yourself a target.

An important component of any customer facing activity will be how you communicate with them. Do you have a customer database you can use? Do you want to create one? How will the promotion be represented on the Web Site, the windows, in store? Will you support it with advertising, and if so, what type?

Make sure your staff are fully briefed - it's an excellent way for them to engage in conversation with customers either in person or over the telephone. If you would like any help putting together a promotional programme for your business, please talk to our Retail Manager, Kate Jarman, who will be happy to make an appointment for you to speak with Retail Consultant, Janet Clough. Janet is available once a month in the Centre.

Kate can be contacted in Centre Management Office on 8464 9509.

Big rewards for small business

Over 1,200 prizes to be won worth over **\$130,000** plus a **FREE Movie Voucher***

For the chance to win rewards that support your business, **SMS your American Express 10 digit merchant number and trading name to 1977 07 07* today!** To accept American Express and be rewarded, call **1300 36 36 14**.

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CARD PARTNER

Arthur of Mystic Moon Says....

It was during a conversation with Retail Manager, Kate Jarman, that mention was made about Westfield providing the services of an independent Retail Consultant as well as a Visual Merchandiser. Kate asked if we would be interested in meeting with them. Despite having been involved in retail for many years (too many to say), we decided it would do no harm to see them and it was arranged to meet with Visual Merchandiser, Harold Kamp. After speaking with Harold outside the store and getting to know each others retail backgrounds, Harold offered both

constructive criticism and complimentary feedback. We listened to his suggestions and concluded we might enhance our sales instore by actioning some of his ideas. But the main thing we got from our discussion was it prompted us to think outside our normal square. We found ourselves building further on the ideas he gave us. So although being a Westfield retailer for over 20 years, we realised we are never too old or experienced to learn from the opinions or ideas of others. Please call in to see our store soon.

Centre Update

New to Westfield Tea Tree Plaza
*Wittner (Shop 77 - Level 2) opened in late August.
*Doodling (Shop 232 - Level 2) opened mid September.
*Optus (Shop 6 - Level 1) also opened during September.
*Casalbore Hair & Beauty closed for a shop-fit on Saturday 20 September and will re-open as Pulse Hair & Beauty in early October.
*Medibank Private has relocated from Tea Tree Plus to a kiosk on Level 2 near Target.

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