



December 2005 Newsletter

Are you on Sale yet?

How many small businesses had their entire inventory on sale over Thanksgiving weekend? Not many, according to KB Consulting Inc. How many large retailers had the entire store on sale starting Thanksgiving weekend? Everyone!

For so many retailers, “sale” was what happened the day after Christmas and went through January. Last year many retailers, large and small, felt the impact of sales starting earlier than it had in the past. Learning from last year and in an effort to really be in the black, many retailers realized they needed to start their sales much earlier. To promote these sales, many large retailers were even giving items away in an effort to bring in customers. But what does this mean for the small retail boutiques?

Small retailers tend not to give away their inventory just to compete. Instead they begin the holiday season even earlier. Sales will start on black Friday; however, there is no reason to have the entire store on sale at that time. Sales will continue to increase during the month of December so last minute shoppers can still get a great deal. January then will be the month of gift cards. These will bring in the holiday shoppers who received a full price gift card and will most likely spend it on a full price item and then pick up a sale item.

For your buyers they will have to begin in the fall for the New Year. Merchandisers will be remerchandising stores with the new fresh spring items the week before Christmas so that shoppers will buy before New Years Eve. Not only will they buy a great outfit but it will be at full price. This will prove to increase not only volume of traffic but also sales.

Use your holiday mailers as a way to advertise that your winter sale is about to begin and that new items will be arriving soon. This is a great way to intrigue people. Large retailers are more concerned about moving existing merchandise which they have over bought rather than promote new arrivals. For them the new arrivals will sell themselves since the customer has been intrigued with the tremendous sale merchandise. What they forget is that the new items will soon be on sale too!

For more information about KB Consulting Inc. and how we can help you, call us at 215-787-0471 or on the web at www.kbconsultinginc.com