



Consulting Inc.

Jet Black is the color of the season but will your store be in the black or **RED**?

KB Consulting Inc are retail consultants for large and small retailers in the Philadelphia area. With the holiday's fast approaching KB Consulting Inc has reviewed the past quarter earnings for national retailers and has compared them to the local earnings of the small retailers. The numbers do not match! Nationally retailers earnings are trending 3% lower the last year. The experts are contributing the buying low to be due to the cost at the pump and consumer confidence dropping. So why is the local retailer showing an average of a 6% increase from last Year? KB Consulting Inc believes that it too is because of the pump! The consumers confidence may be lowering nationally for the big box retailers however, KB Consulting Inc believes that it is rising locally. The consumer understands that they will receive better customer service staying with small shops. They also understand that they in most cases they are receiving higher quality merchandise within those small retailers.

As for the pump, SEPTA has reported an increase in travelers on both bus and regional rail. Look at the bus lines coming in and out of the city most are passing major areas of shopping interest for travelers. Places they may not have thought of stopping into and shopping until they were reminded that the store was so easily accessible. KB Consulting Inc looks at this as free marketing for all local retailers. Even though large retailers are in the newspaper every weekend running coupon sales this is effecting their marketing budget and lowering their average dollar per transaction.

The Philadelphia down town area is growing at an all time high both residentially as well as commercially. Thus bringing in more people to shop and stay in the down town area longer. People who are in a higher income bracket are those who are living, working and shopping in center city.

Utilize this information and target these people in your marketing strategy for the holiday season. What are some ways to accomplish this?

- Send out postcards with a giveaway for those who are spending a certain amount of money.
- Drop off these postcards at other local businesses to attract new cliental.
- Make sure that you are tracking who is using the post card and how they obtained one.
- Obtain a customer mailing list by putting out a customer sign up book at the cash wrap.

Follow these steps and you will not find yourself running in the red this season. For more information about KB Consulting Inc and how they can help you locate and retain customers call us at 215-787-0471 or on the web at www.kbconsultinginc.com

