



FEBRUARY 2000 NEWSLETTER

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BRIGHT IDEAS



Stevens Point, WI:

Randy and Laureen are always thinking! They take snapshots of different furniture and toy items that come into the store, develop the pictures and put them in their price book. We may take it a step further and scan their pictures for the price list updates.

North Spokane, WA:

Tami puts her deposits and daily tape in an envelope for Dion to work on later. They have developed a "quicky" slip to put in the envelope. It has cash, checks, charges, over and shorts. This has saved them from the daily reconcile sheets, since they enter data into their spreadsheets straight from the tapes at the end of each month. They were on the cash register system, but have just gone to the new computer system. They still fill out the "quicky" form, but now they will only need to enter the summary tape (ZZ) at the end of the month.

Also, thanks to Tami for finding a baby-formula stain remover. She orders it by the case (60). She sold Valley Other Mothers a box of six and they sold out in less than a week. Let HQ know if you are interested in having some. It seems to work really well. Each bottle cost about \$2.50 and we are selling it for \$3.99.

Spokane Valley, WA:

Melinda ordered dressers in December from a Northwest furniture manufacture. They did not sell well in December, but by January and the first two weeks in February she sold nine dressers. The company she ordered from will deliver in the Northwest area only, but there may be similar companies in your area. The selling price of the dressers ranges from \$59.99 to \$179.99. Call Melinda for more information. We mark them up about 1.75 X wholesale cost. Example: our cost \$34 = \$59.99 selling price.

Its another tie between Stevens Point and North Spokane. Once again, thank you for your ideas!



GRAPEVINE:

We really appreciated a package of pictures, news articles, and a video from Randy and Laureen (Stevens Point). The

tape showed their participation in The Children's Miracle Network, a walker and car seat safety program, a local parade, and their first anniversary sale. Their visibility in the community has really paid off. They are now seriously considering a second store in Appleton, WI.

SHOP NEWS:



Since moving to the new location, Spokane Valley has experienced a real boost in sales. Not only are they seeing lots of new faces, but the regular customers seem to be spending more time (and money) in the store.

TIME TICKLERS:



Time to get your Saint Patrick's Day or Spring Windows started. Light Green tags from March 1st until mid- April. (Then dark-green tags) Your Spring and Summer inventories should be out now. To generate interest, you can send a post card or telephone your customers to let them know the seasonal clothes are out. An Easter Basket drawing could bring in customers, along with a coupon for "buy one summer outfit, get one free (limit one)", or "\$5.00 off of \$20.00 cash purchase."

OPPORTUNITIES:



For those of you in the Northwest, you can order dressers. The stain remover also is available. The Rusins have ordered new cribs and crib parts from Million Dollar Baby 1-800 998-8862. They usually make about \$50 on a crib they sell for \$149.00. The cribs don't move fast but they eventually sell and are a nice addition to the store.

May we wish you a bit o' the green for ST. Paddy's day!