

February 2005 NEWSLETTER



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it difficult to run the store. Send anyone that may be interested in that area her way.



BRIGHT IDEAS:

Spokane Valley, WA

Spokane Valley store (and others) carry candy bars for the customers to buy. Whenever we would have a thousand dollar day or more the employees would get a candy bar for a little reward. We started using "Candy bar day" as a little code between us or on the phone to another store. Others have adopted this little ritual, but it became clear that for some stores the "Candy Bar" had to be raised. Pun intended. For Example, Michelle in St.Roberts only gives candy bars on days over \$1,200; Albuquerque store for \$1,500 or better a day. Stores like Boise, Phoenix, and Springfield might have to make their Candy Bar day \$ 2,000 or better. Now to make this distinction we say: Bite size (\$1,000): Queen Size (\$1,200): & King Size (\$1,500) - \$2,000 days are referred to as 2 candy bar days, etc. Just for Fun.

Combo Idea

Expanding on an idea of hanging most of their bin items from the Wisconsin store, (former newsletter idea of the month) Michelle, St. Roberts, did away with most of her bins and made a "HEAD TO TOE" wall instead. Using pegs and hook-tag its on the grid wall: she started with the knit caps for babies (color coordinated – pink, white, green, yellow, blue on each peg). Underneath that she has the bibs, then t-shirts (small hangers) and scratch mittens, bottoms, then socks & booties. Cute! Clark rolls her receiving blankets, towels, etc and displays them nicely in the hook-on flat baskets. Overloaded on Onesies? Michelle did \$.69 cents for plain ones, \$.99 for the most special and only accepts finished-sleeved Onesies now. Boise doesn't take Onesies with the bright colored binding down the front.

This Months award goes to St Roberts for the "head to toe" display, finding the new inexpensive tag printers and t-shirt suppliers (see opportunities).



GRAPEVINE:

Laura Lee at the Portland store has doubled the stores gross sales since she purchased the store over a year ago. However, health issues that make

SHOP NEWS:



Clark, South Orange, NJ had one Candy bar and one Queen size candy bar day for the first time since her opening last summer. She was excited!

Randy and Lauren of Wisconsin, and Brenda of South Hill, Spokane have both ordered the Point of Sale computer system after years of fighting the old cash register/card system. They are going to love it!



TIME TICKLERS:

How about an Easter Basket drawing, or coupons in a plastic egg basket for discounts? Light green tags March 1st through April 15th. Main Mamma Says: Remember, if you have women's clothing, it's too easy to get overloaded (supply far outstrips the demand), so keep your pricing closer to the pricing for children's clothing rather than maternity.



OPPORTUNITIES:

WOW! Now we can get new colored tags printed, cut and shipped for just \$18 per ream Lone Oak Printing --contact Audra or Tim 573 774 3001 no min order. Also T-Shirts with our logo: minimum order 12 for only \$8 apiece – call Michelle 573 336 7003.

MAY ALL YOUR DAYS BE
CANDY-BAR DAYS!