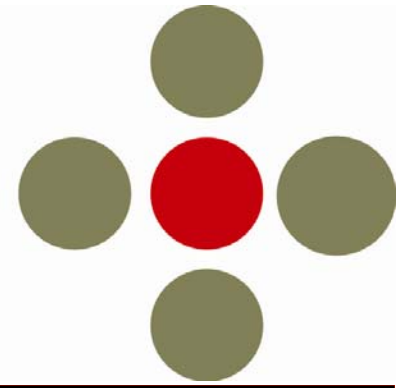


heartbeat



March 2008

Kiwi Made Market

The next Kiwi Made Market will be held in the O'Shannessey Street carpark and will be the last for the moment. Gets pretty chilly out there on the town square over winter so the market will hibernate over those winter months to resurface again in October. Unless of course we find a sheltered winter home! This will also allow the streetscape upgrade to be completed ready for a wonderful summer of trading.

Heads Up

An article in the recent Retailers Association newsletter serves as a great reminder that free means free. An appliance retailer found guilty of charges under the Fair Trading Act (FTA) was fined \$75,000 and ordered to pay \$2,000 in costs. The retailer had advertised 'interest free' credit, however the cost of these deals was considerably more than the cash price. He also offered a 'free gift' with products sold, however the price was considerably cheaper if the customer chose not to accept the 'free' gift. For 'interest free' claims to comply with the FTA, the price must be the same as the cash price. The price of a product must not be increased to cover the cost of a 'free' gift.

Ways to find more customers

- 1. Build a customer profile** - Review the top 20% of your customers to see if you can identify some common characteristics. E.g. age, gender, income group, location, preferences, the magazines, newspapers or media they prefer, or any other distinguishing features.
- 2. Use your existing customers to find more like them** - Ask satisfied customers if they would mind referring others to you.
- 3. Target your promotions** - Adjust your adverts, sales letters and brochures to appeal to the target group.

4. Promotions and specials - Run special promotions, events or sales.

5. Offer free seminars or training - People who run seminars are seen as authorities in their field, so running a seminar or training session is a great way both to increase your credibility and gain new customers.

6. Speak to community groups - Take your message out to community groups.

7. Competitions and draws - Build the competition around a newsworthy prize and/or perhaps an extraordinary event in the community to attract interest and perhaps publicity.

8. Direct marketing

Direct marketing is an excellent way to gain new customers, provided you can access up to-date database lists

9. Strategic alliances and joint promotions

Think about the kinds of reciprocal business links you can form to increase business for both parties.

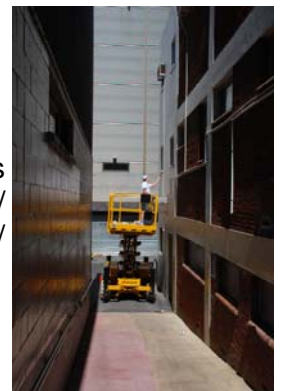
10. Trade fairs - Exhibitions and trade fairs offer good opportunities to gain new customers.

11. Website promotion - Your website (and an associated email newsletter) offers many opportunities for attracting more customers and building sales.

Monitor the success - Always monitor the results. Work out a breakeven point for each promotion and then monitor the

A full copy of these ideas www.nationalbank.co.nz/business/banking/information/guides

Pictured, painter underway with Project Town Centre. Amcal Chemist leading the charge with a spic and span paint job.



"You cannot tell which way the train went by looking at the track."
Donna Brannagan at dbrannagan@papakura.govt.nz or 295 2339

Business Profile

Golden Gown is a new bridal, evening and ball dress boutique on Averill Street. Golden Gown offers a beautiful range of wedding gowns in all sizes and if Ankia van der Berg doesn't have what you desire, she will custom make your dream gown.

For those of you who are undecided about just what suits you best, Ankia is there to help. You don't need an appointment to see her and her advice is free. Once the style, material has been decided, Ankia will provide a free quote. Enjoy the relaxing and wonderful wedding experience knowing that you are in professional hands.

Brides, you can get your bridesmaid and flower girl dresses made at Golden Gown. Don't forget the Mums! Mother of the Bride outfits along with matching accessories is all available at Golden Gown.

Matching up the jewellery to suit your dress is also taken care of. At Golden Gown they have a range of jewellery to suit your needs.

Those extra little touches like embroidery and bead work is a Golden Gown specialty. Also the extra's

to go with your gown ... tie for the groom, ring cushions, garters.

Get in early for the school ball season. A range of gowns are in store from flattering to sexy. As a specialist in dressmaking and design, nothing is impossible. Once again funky jewellery can be made to fit your gown design. Prices are very affordable and Golden Gown can resell your gown for you once the ball is over.

To find out more contact Ankia on 296 2313 or email goldengown@yahoo.co.nz. More design choices can be seen on www.goldengown.co.nz



Pictured, Ankia van der Berg with one of her beautiful gowns

Events for March

Mayoral Bike Challenge

Date: 2 March

Time: 8am

Where: Start Central Park, finish Youngs Reserve

First Wednesday Club-Sponsored by Bayleys

Date: 5 March

Time: 5.30—6.30pm

Where: Stampede Bar and Grill



Business Breakfast

Date: 6 March - Barry Coates - Oxfam

Time: 7.30am

Where: Papakura Club

Kiwi Made Market

Date: 28 March

Time: 3pm—7pm

Where: O'Shannessey Street Carpark

Town Centre Security Update

Store Design

The Layout of your store can reduce your chances of becoming a victim of crime. This can also increase the feeling of safety for your staff and customers.

- Keep windows clear of posters, shelving and advertising that block the view into the shop. Make sure people outside can see clearly into the shop. The darker your shop is, and the more hidden you are from the street, the greater the opportunity for theft and robbery.
- Make sure all areas of the shop can be seen from the counter.

- Do not have large amounts of stock on display outside your shop, unless you have an employee standing with the stock.
- Tell all suppliers not to leave their vehicles open or stock piled up next to their vehicles when they are making a delivery.
- Eliminate hidden or blind spots that make it easier for someone to steal items.

If you think a potential thief is in your store, don't be afraid to approach a suspect a second or third time, asking if you can be of assistance. Thieves feel uneasy when they are approached by attentive staff - it makes them feel that you are aware of their intentions.