Business



Directory assistance for a foreign connection

Got a product to sell but need a market? Looking for foreign-made

In either case, Paul Crunk may be

merchandise?
In either case, Paul Crunk may be your man.
The Llvonia-based businessman specialities in international trade for market worldwide, with products ranging from food to textilize to tools—and everything in between.
"I can help people interested in buying from foreign manufacturers," he said.
"Crunk's Merriman Road apartment serves as his base of operational trade in the serves as his base of operations are serves as his base of operations. It is office cleatures a wall of bookcases holding the latest directories from Taiwan, Korea and 20 other countries. Trade books range from the monthly magazines specializing in automotive partments, supplymental in automotive partments. The said was the server and a supply and the server and a supply and the server and a supply a supply

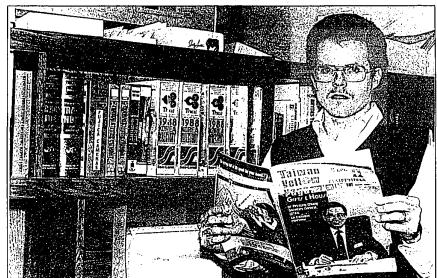
full of information about a myriad of manufactures. The Talwan Yellow Pages, for example, lists not only the company name, address, and phone number, but also the president's name, telephone number for document faesimile transmission, how long the firm has been in business, and a detailed listing of what they import and export.

listing of what tary import one co-port.

After five years in the trade directories business, Crunk claims he has retained exclusive rights to sell the directories in North America— agreements worked out with each in-dividual publisher. He earns a com-mission on the books he sells.

"PEOPLE BUYING the books range from housewives thinking of going into business, maybe selling tablecioths and linens in fice markets, all the way to businessmen when want to cut out the middle man," Crunk said.
"If you want to start your own business, this could do it. I've had manufacturers' reps buy these because they want to represent some companies."

The Taiwan Yellow Pages, with



Paul Crunk with some of the business directories used to make contact with foreign firms.

ket and sells for \$30.

"It covers all manufacturers and suppliers from A to 2." Crunk said.
"People come bere and look in rough the books, it gives them whole head full of ideas."

Savings is the motivator behind, the idea of eliminating the middle man. Crunk leafed through one catalog and came to a page full of pictures of celskin handbags made in Korae. Bought directly from the manufacturer, the cost would be \$44.

ries. Customers make their own contacts with individual manufacturers.

"Twe had response coming in still from the September issue of Income Opportunities," he said.

ALTHOUGH TAIWAN and Korea are the hot markets right now, Crunk has directories for South Africa, the Middle East, China, Japan, Demark, Barbados, Germany, Greece, Hong Kong, India, Indochina, Mexico, and the Philippines.

Also stocked are listings for Singapore, Switzerland, a book of cluster listings for 32 European nations, the international Food and Beverage Guide, a Swiss watch directory, the Taiwan Yellow Pages Monthly (a more condensed version of the manneth Yellow Pages), Taiwan Trade Monthly, Importers Directory, as book on how to do business with Taiwan, a Turkey major directory, Turkey general import/export directory, Turkey industrial and trade

directory, a travel importers trade directory and a Yugoslavian directo-ry. All are updated every year. What Crunk doesn't have in stock

What Crunk doesn't have in stock takes three weeks to order. He says the commission he carns provides a livable wage. His office used to be located in the Livonia pavillion at Seven Mile and Middlebelt but became too costly (rent plus telex and phone bills came to \$2,500 monthly, he said.)
Crunk says he is currently looking for sales acents, particularly in

ex and phone bills came to \$2,500 monthly, he said.)
Crunk says he is currently looking for sales agents, particularly in other parts of the country, to sell the directories. He is also working out plans to sell at least the more popular and the same parts of the country. The same program of the same parts of the same parts of the same parts of the same parts. The Talwan Trade Monthly will sell for \$4.58 a copy on newstands. While the emphasis to date is primarily for the business community, Crunk is working with publishers to produce a consumer catalog based on Korean and Talwanese goods. "The consumer catalog is going through research in Talwan and Korean," he sald.
Crunk warns anyone who buys a directory to make initial contact to the manufacturer by letter now the same the best exponents entitlely one make a written request," he sald. Crunk himself has imported grass whips and chain saws, as well as band and stage lighting equipment.
Leafing randomly through the callogs, the choices are many: auto parts, tools, electronic items, machinery, bicycles, toys, nowelties such as smokeless ashtrays and dust plants. Who prices are listed in the catalogs.

No prices are listed in the catalogy over write to the manufacturer. They send you a full color catalog with a detailed price list by sea and air." Crunk explained.

Crunk can be reached at Detroit international inc. P.O. Box 9108, Livonia 48151. A sample copy of the Talwan Yellow Pages Monthly plus brochures and a price list for other directories is available for \$7. Or call Crunk at 478-9432.

Mission: provide cure for ailing businesses

Multi Financial Services, a Bir-migham-based financial services and management firm, has in-creased lis annual revenues 40 per-cent since 1983 by turning more than 90 percent of the failing companies it advises into moneymakers. The company's turnaround man-agement services comprised 60 per-cent of its \$1.5 million 1987 reven-nues, derived from firms with annu-siales of \$2.15 million 1987 reven-nues, derived from firms with annu-siales of \$2.15 million 1997 reven-nues, derived from firms with annu-form to between 1 percent and 10 percent of a client's annual revenues, de-pending on difficulty of turnaround. "Eighty percent of the companies that come to us are losing money, and the other 20 percent are break ing even or making a modest profit,"

and the other to as a modest profit, and the other to percent are breaking even or making a modest profit, president Gregory Kelly said. "We specialize in keeping companies in business that otherwise likely will fail."

Kelly, whose background includes law, banking and accounting, believes Multi Financial Services has saved 15,000 jobs.
"If all of our clients had failed, even with help, that's how many people would have been displaced," he said. "By keeping our clients functioning, their 15,000 combined employees keep working."

THE ROCHESTER Hills resident



been successful with a client until a consistent profit is shown and the een succession with a client until a onsistent profit is shown and the ompany's leadership is on the right

"Many failures are the result of

"Many failures are the result of the wrong management team," Kelly said. "Just because you're the boss doesn't mean you're the right guy for the top job.

"The smart owner hires people better than he is, if available. And the odds are getting better to get someone better because there's a highly educated pool of candidates out there.

"Most owners will not do this be-

'Just because vou're the boss doesn't mean you're the right guy for the top job.

— Gregory Kelly president Multi Financial

Multi Financial relies on word of multi Financial relies on word of mouth, seminars and referrals from altorneys, accountants and bankers to add clients. Gerald C. Myers, a crisis management specialist and former chairman of the board of American Motors Corp., is chairman of the Multi Financial board.

"If deer," make serve to go out

of the Multi Financial board.
"It doesn't make sense to go out and seek business en masse," Kelly said. His clients are public and private companies primarily in the medical, dental, service, engineering, manufacturing and wholesal industries.
"It's difficult to convince an owner be has a problem. The owner "It's difficult to convince an owner be has a problem there's a problem and is willing to do what has to be done to correct it. Then, what we can do works."

THINEE TYPES of CEOS ap-

THREE TYPES of CEOs approach Multi Financial, Kelly said:

The CEO who's not sure why he's there and is going through the motions.

he's there and is going through the motions.

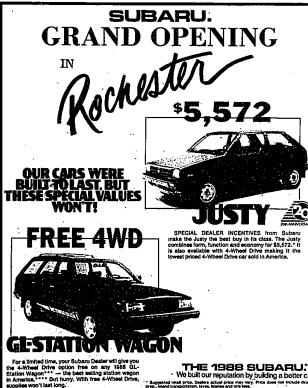
The CEO who's there, really wants to make the company profitable, has the skills to do it but needs direction.

The CEO who's there, wants to make his company profitable but does not have the skills to do it.
CEO No. 1s is not accepted as a client. CEO No. 1s is not accepted as a client. GEO No. 1s in the case the skills to do it.
CEO No. 1s in out accepted as a client. GEO No. 3 is advised to sail the item after initial attempts to help fall. GEO No. 2 offers the ideal situation. Kelly said.

Companies younger than 5 years and those 2-53 years old are generally in the greatest danger of falling, according to Kelly.

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Please turn to Page 2



Crestview Cadillac-Subaru



555 S. Rochester Road Rochester, Michigan 48063 (313) 656-9500



Back on its feet

High costs, slow cash flow and persistent calls from creditors put Denis Moore in a bind. His company, Moore Flame Cutting of Sterling Helghts, a manufacturer or steel plates, was about to go broke when a white knight galloped to lis rescue. With aid from Mutil Fianacial Sevices, Moore was able to stern costs with tighter Inventory control, obtain capital and work out a less stringent payables plan.

This canabled the maker of plates for steel and paper mills and the automotive and coal-mining industries under the property of the coal-mining industries.

tomotive and coal-mining industries to aveil closing his door (for good.

"We would not have made it without Multi; right now we're going
through some tough times, but with
what I've learned we should do OK,"
Moore said. "Multi set up a payables
plan with our creditors, brought
money into the company and taught
us how to watch our cost-to-income
ratios.
"I don't think of Multi as having
managers or accountants in the
strict sense. We aren't told what we,
did so much as what we should do in
the future. There's no doubt we
would not have pulled out without
his help."