

Tennis from PREVIOUS PAGE

try out equipment and videotape their form, a full-time staff that can restring a tennis racket the same day, instruction videotapes available for loan, and a variety of related merchandise "that is second to none."

"We were going after the hard-core tennis players," Schwartz said. Just the other day, Schwartz said he arranged for someone to be at the store at 7 a.m. in the morning to receive a racket and restring it in time for the customer's trip.

"Sometimes you have to do things like that." The store's reputation for service has resulted in a

strong following.

Destination store

He said his customers travel from all over the metro area — and sometimes from out-state areas — because of the service and selection.

Another device that has proven successful for the Tennis Co. is an innovation borrowed from the membership warehouse clubs called the Tennis Club.

The membership only club entitles participants to discounts on merchandise and service. "For example, for a \$170 warm-up, we sell

it for \$116," he said. The club membership costs \$55, but Schwartz knows his clientele.

"My tennis customer goes through three string jobs a year, three pairs of shoes and who knows how many clothes."

While a membership doesn't hinder customers, it does do something for him — it encourages them to return. The return customer is essential to a retail business — especially when that enterprise caters to a shrinking population.

"The specialty store serves a very select group," he said. When he started, there were probably 100 stores serving a tennis-playing pop-

ulation of about 100,000. Now, there are probably 60,000 tennis players in the metro area, but even fewer stores.

The smaller number of players doesn't bother him because each surviving store has done better as competitors have gone out of business.

Even now, with the ever-growing competition as more sports retailers enter the market, Schwartz said he is unconcerned. "When tennis takes off — and it seems to be doing that for past two years — we'll be in a good position because we have a larger percentage to start from."

"My criticism of big expos is they tend to have all bent around retail and service types of things," Smith said. "I can't sell to anybody at Livonia Mall."

Trade from PREVIOUS PAGE

Rich Smith, owner of Hughes Electronics in Livonia, said he wouldn't have any real expectations about attending his first trade show. His company manufactures

and assembles circuit boards. "I've never been in a show before. If I could find a couple of customers, I'd be tickled pink. I'm certainly not interested in setting the

world on fire. "Realistically, I'm looking for customers. The type of services we require (suppliers) are extremely specialized.

BUSINESS PEOPLE

James Cornet and Edward Hogikyan have been named account supervisors for the Volkswagen account at DDB Needham Detroit.

David Eisenberg, a 40-year veteran of the retail industry, has been named president and chief executive officer at Chief Auto Parts Inc., one of the nation's largest retail chains of automotive replacement parts.

Four attorneys, all formerly with Plunkett & Cooney in Detroit, have formed a new firm — O'Connor, DeGrazia & Tamm, P.C. in Bloomfield Hills.

Joseph Horonzy, executive vice president of retailing banking division, Comerica Bank, has been appointed to a four-year term on the University of Michigan Dearborn Citizens Advisory Committee.

Renaissance Center Management Company today announced the appointment of Edmund W. "Ted" Flynn to vice president of operations and general manager.

U.S. Arbitration & Mediation of Michigan, Inc. announces the appointment of attorney D. Michael Kratchman as marketing representative for the firm.

Marilynn Doll has joined Farmington Hills based marketing and public relations firm Marx Layne & Company as an account executive.

Richard Parkas, vice president of operations for Somanetics Corporation, has announced that Pamela A. Krutzel has been promoted to quality manager from quality control supervisor.

Home Protection One, the Farm-

ington Hills-based service company serving the real estate industry in Michigan announced today the appointment of Mary Digna-Buffa as director of customer service.

International insurance broker Johnson & Higgins has elected Rochester resident Dennis A. Allgeier and Floyd M. Lewis Jr. to senior vice president in the firm's Detroit office.

NBD Bancorp and its lead bank, NBD Bank, have promoted Frederick M. Adams Jr. to executive vice president in charge of domestic corporate banking.

At its recent annual meeting, the Michigan Association of Certified Public Accountants named Leslie J. Patterson, CPA, of Bloomfield Hills and a partner at the Southfield firm of Parker, Wittus and Co.

to the position of president. Also, Bloomfield Hills resident Timothy E. Durbin, CPA, was elected treasurer.

Jay M. Gerber of Farmington Hills has been named a Paul Harris fellow by the foundation of Rotary International.

Kyle Given has joined the Bloomfield Hills based advertising firm of Ross Roy Inc. as a senior copywriter. The firm has also promoted James Belkoff to copywriter.

Richard J. James of Bloomfield Hills and Ronald L. Theis of Bloomfield Village have been elected chairman and president respectively of the International Visitors Council of Metropolitan Detroit, Inc.

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