Tennis from PREVIOUS PAGE

Trade from PREVIOUS PAGE

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

try out equipment and videotape their form, a full-time staff that can reatring a tennis racket the sam day, instruction videotapes avail-able for loan, and a variety of relat-ed merchandise "that is second to no one."

"We were going after the hard-coro 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 repu-tation for service has resulted in a

Destination store

He said his customers travel from all over the metro area — and some-times from out-state areas — be-cause of the service and selection.

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

bership warehouse clubs called the Tennis Club.

The membership only club enti-tles participants to discounts on merchandise and service. "For ex-ample, 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 binder customers, it does do something for him — it encourages them to return. The return customer is easential to a retail business — especially when that enterprise caters to a shrinking population.

"The specialty atore services a very select group," he said. When he started, there were probably 100 stores serving a tennis-playing population.

world on fire.

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

ulation of about 100,000.

Now, there are probably 80,000 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 busi-

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 off — and it seems to be doing the for past two years — we'll be it good position because we have larger percentage to start from."





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BUSINESS PEOPLE

James Cornel and Edward Ho-gikyan have been named account supervisors for the Volkswagen ac-count at DDB Needham Detroit.

David Eisenborg, a 40-year vet-eran of the retail industry, has been named president and chief execu-tive officer at Chief Auto Parta Inc.,, one of the nation's largest retall chains of automotive replace-

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 divi-sion, Comerica Bank, has been ap-pointed to a four-year term on the University of Michigan Dearborn Citizens Advisory Committee.

Renaissance Center Management Company today announced the ap-pointment of Edmund W. 'Ted' Flynn to vice president of opera-tions and general manager.

"I've never been in a show before.
If I could find a couple of custom-

rs, I'd be tickled pink. I'm certain ly not interested in setting the

U.S. Arbitration & Mediation of Michigan, Inc. announces the ap-pointment of attorney D. Michael Kratchman as marketing repre-sentative for the firm.

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

Richard Farkas, vice president of operations for Somanetics COr-poration, has announced that Pam-ela A. Kruzel 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 ap-pointment of Mary Digna-Buffa as director of customer service.

International insurance broker Johnson & Higgins has elected Ro-chester resident Dennis A. Allgeler 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 Freder-ick M. Adams Jr. to executive vice president in charge of domestic cor-porate benking.

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

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

"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 Mail."

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 Hils! based advertising firm of Ross Roy Inc. as a senior copywriter. The firm has also prooted James Belkoff to co-

Richard J. Janes of Bloomfield Hills and Ronald L. Thels of Bloomfield Village have been elect-ed chairman and president respec-tively of the International Visitors Council of Metropolitan Detroit,





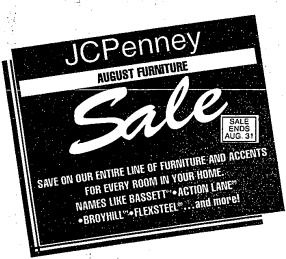


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