

MALLS & MAINSTREETS

Payless from page 8A

age. At Payless, the same size by Durkee, a trusted brand, is \$1.40. How does she do it? Janiga is able to sell at mark-down prices by purchasing damaged or discontinued merchandise. In most cases, crushed packaging does not affect the quality of a product. Stores used to sell damaged goods in a special area. No more. It's more efficient to broker the products.

Unlike consumers, Janiga buys after a holiday. Seasonal items like red and green tree-shaped marshmallows create headaches for major retailers after Jan. 1, but they're gold for Janiga. She

buys up non-perishable items, paper cups and plates, Halloween costumes and Christmas cards, then stores them for next year. This strategy allows her to sell three heart-shaped aluminum baking pans for a \$1 just in time for Valentine's Day.

"As soon as the holidays are over retailers want that merchandise out, or items are nearing the expiration date. Sometimes a company changes their labels and the old stuff has to go. I work with food brokers who might have a pallet with 11 cases of something. They want to free up space so they call me," said the Wayne/

Westland native.

The stock changes daily at the four year-old store, which employs one full-time person besides Janiga. New products come in on a regular basis and are promptly placed on shelves.

"We have people coming in everyday to see what's new. I can order some items consistently, like County Fare baking products, because their mill is in Monroe. Others you'll only find one time," she explained. "But, that doesn't seem to bother bargain shoppers. You just never know what you'll find in here. They might not find the brand they usually use, but

because of the half-off concept, they try a product they might not normally use."

Marketing strategies like placing fancy displays at the ends of the aisles to attract your eye and wallet, don't exist at Payless. In fact, some of the items still remain in half boxes. Prices are marked by hand with a felt tip pen. Janiga moves slow selling products like hearts of celery by first slashing them from \$2.89 a can to \$1.45, then offering an extra incentive to buy one, get one free. If customers purchase a total of \$20, they receive a free item from the store's pegboard, which

includes a range of kitchen helpers from spatulas to meat thermometers.

"It's demand on supply. If something isn't moving, I discount. Who shops at the discount grocery? Payless primarily appeals to families and senior citizens. Janiga's customer base hails from Livonia, Bedford, Southfield and Farmington Hills. While Payless accepts food stamps, no manufacturer coupons are allowed. Time spent processing the coupons would eliminate any savings for the customer. Look for Payless Groceries green awning on Middlebelt south of Eight Mile Road in Livonia. In

order to keep overhead low, savings are not available 24 hours. Shop for less from 10 a.m. to 6:30 p.m. Monday through Friday, and until 3:30 p.m. Saturday.

Other discount groceries in the area are Cost Cutter Foods on Wayne Road in Westland, and Discount Groceries on Sheldon Center in Canton Township.

On a recent shopping trip to Cost Cutter, Kraft Fat Free Mayonnaise, (usually priced \$2.99, \$2.89) was \$1.40. Discount Groceries had a deal on lentils, the 10-ounce bag was 29-cents. Jack Rabbit blackeyed peas were 49-cents.

Hudson's from page 8A

land Center headquarters in Southfield. She said customers will be treated to the following unique conveniences at the Somerset North Hudson's:

- A head-to-toe spa in the Cosmetic Department, operated by the Estee Lauder Company.
- An expanded Marketplace Department with a comprehensive wine selection, cappuccino bar,

food to go, a dining area, and outstanding graphic murals.

- Restrooms on each of the store's three levels.

- Covered parking from each of the store's three levels.

- Showcases with the finest merchandise, priced competitively to eliminate the constant flow of price promotions.

- Wide-open aislesways and cen-

■ McCabe is personally interviewing personnel for sales associate positions at the Hudson's Somerset North store. She's accepting applications through the company's Northland Center headquarters in Southfield.

tral escalators.

- Comfortable seating throughout the store.

- A residential feel to the surroundings created by Andrew Markopoulos, who after designing the Somerset store, will retire from Dayton Hudson's as its corporate senior vice president of visual merchandising and design.

"After many interviews with our Regard Customers, we got the message that shoppers want Hudson's to stand for the way it

used to be," said McCabe. "The Somerset Store is planned to be that and much more. Corporate goals have the store slated to be the company's largest in volume within five years."

Hudson's new doors will open to the public at Somerset North on Thursday, Aug. 16, 1996 at 10 a.m. Prior to the event, a benefit gala has been announced for Variety the Children's Charity, Saturday, Aug. 10, 1996. Final details will be announced.

Retail Realities:

Coopers & Lybrand of Detroit released a survey that found a striking similarity between women-owned firms and firms that are the fastest growing in America, most of which have male CEOs. The survey revealed businesses run by their founders grew faster than those which were purchased or inherited.

"In both groups, CEOs who chose their own starting points (niches) in the marketplace en-

tered without "baggage" and appear to have gone after greater market opportunity. This may have been the key to their success," said Matt Ritik, of Coopers & Lybrand.

Current research from the National Foundation for Women Business Owners indicates that the number of women-owned businesses continues to outpace the economy. The number of women-owned businesses has grown 43-percent since 1990.

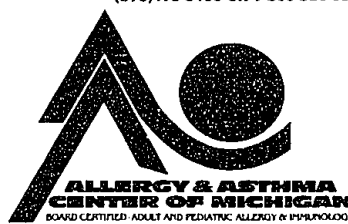
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