

Kmart reveals its new store marketing concepts

datebook

SMALL-BUSINESS owners as well as CPAs seeking to renew their licenses can update themselves in their respective areas on Friday through Sunday during a CPA weekend program at Oakland University in Rochester. The program is sponsored by the Division of Continuing Education and the School of Economics and Management as a final opportunity to earn hours before the July 1 deadline. Faculty and professionals in the field will instruct 22 two-hour courses beginning at 7 p.m. on Friday and concluding at 4:30 p.m. on Sunday. One or more courses may be taken. For more details, call 377-3120.

AUDREY PEARL, a Southfield-based certified financial planner, will answer questions during a three-hour seminar on financial security at 7 p.m. on Monday at the Michigan Inn in Southfield. Topics covered are inflation, tax strategies and your financial situation. Fee is \$7.50 per person or \$10 per couple. For more details, call 553-7670.

THE MICHIGAN Manufacturers Association and Arthur Andersen & Co. will host a Monday executive conference at the Fairlane Manor in Dearborn on improving the competitiveness of U.S. automotive suppliers. Registration is \$150 per participant, including lunch and supplies. Reduced fees for four or more from one company. To register, call 517-372-5900. Registration will start at 8:30 a.m. with lunch at 12:30 p.m. and the sessions ending around 5 p.m. Nine sessions are planned.

THE DETROIT Producers Association sponsors its 1981 Communications Seminar on Saturday at the Northfield Hilton Inn on Crooks Road in Troy. The seminar features special sessions focusing on technical, creative and business aspects of the media-production industry.

business people

CHARLES ALLEN of West Bloomfield and **JOHN HARO** of Birmingham were re-elected to three-year terms on the Albert Kahn Associates board of directors. Allen has been with the firm since 1955 and is executive vice president. Haro has served as vice president and director of planning and architectural design. He has been with the firm since 1955.

BESS CAPSALLS of Bloomfield Township, special assistant to the president of Pontiac General Hospital, was named a member of the board of advisors of the Operating Room Research Institute.

GARY LUKIC of Troy was appointed director of business development-industrial for Eltra Corp., an Allied company.

PAUL MASCIARELLI of Southfield was appointed banking officer in National Bank of Detroit's regional banking division. He is manager of the Lafayette-Orleans office.

The Better Business Bureau of Metropolitan Detroit recently elected new officers and directors. **ROBERT WINKEL**, president of Crowley, Milner & Co., was elected to serve a second term as chairman of the board. Also re-elected were: first vice chairman **LARRY TRETTENERO**, group

manager of Sears Roebuck & Co.; second vice chairman **ROBERT HAGUE**, senior vice president of Federal Mogul Corp.; secretary **THOMAS ASHCRAFT**, president of the BBB of Metropolitan Detroit; and treasurer **JAMES CARL**, assistant treasurer of Burroughs Corp.

The seven new directors elected were: **JAMES HOPPIN**, vice president of Silhouette/American Health Spas; **ROBERT KOONTZ**, regional manager, J.C. Penny Co.; **MAURICE LEZELL**, president, Belvedere Construction Co.; **ANN MUELL**, Bond Bill Construction Co.; **JOHN VECHAZONE**, district manager, Montgomery Ward; **JAMES WOODRUFF**, president, Woodruff Oldsmobile; and **ANTHONY VINCI**, president, Winkelman's Inc.

BILL THOMAS is the new vice president of Preferred Incentives. He was Eastern Kodak's sales manager for the independent premium representative sales organizations in five states.

DR. NOEL ROSE of Birmingham, chairman of the Department of Immunology and Microbiology at Wayne State University School of Medicine, was named acting associate director of research of the Comprehensive Cancer Center of Metropolitan Detroit.

"We decided that our basic philosophy . . . was not out of date, but that we had to do something to improve our appearance and upgrade our image."
— **Michael Wellman**
director of planning and research

offering him the type of merchandise which he now is able to afford."

An additional factor in Kmart's decision to update its approach to merchandising is related to the significant growth the nation's second-leading retailer has achieved over the past decade.

The new approach, officials said, would be utilized in new Kmart stores now under consideration for Avon Township, Southfield and West Bloomfield.

Michael Wellman, director of planning and research, said the new approach was developed after officials of the Troy-based Kmart Corp. asked themselves if their approach was "rough around the edges — are we in tune with the '80s?"

"We decided that our basic philosophy . . . was not out of date, but that we had to do something to improve our appearance and upgrade our image," he said.

"WE'VE CAPTURED a customer who initially was interested primarily in value. Now, as the income levels of our basic customer continues to rise, we want to keep him as a customer by

the last, instead of the first, thing customers see.

• Replacing the delicatessen counters are the camera and jewelry counters, which now contain more brand-name and higher-quality merchandise.

• The clothing department employs fewer shelves and fewer of the long pipe racks used during the '60s and '70s. They have been replaced with more contemporary racks that display the face of the garment at a glance.

• New product lines including Sassoon, Jordache and other designer lines of merchandise have been added.

• Bold colors and graphics will identify departments and encircle the store. Signs have been standardized and reduced in number.

The goal, said H.O. Scarlett, vice president of construction, is to reduce the visual clutter.

The new look was tested last fall in Kmart's Indianapolis market with positive results, Wellman said.

says Hart, president of the national professional search and placement firm. A survey by Dunhill EDP specialists indicates a 20-percent shortage of systems programmers this year and a 40-percent shortage of applications and software personnel. Although unemployment is a major problem in many areas of the economy, new jobs always are

available in the computer field, he adds. "Increased user demand and changing desires and functions of multi-frame, mini- and micro-computers and micro-processors are part of the reason for the personnel shortage. The industry is relatively young. Nobody's great-grandfather was a systems analyst."

marketplace

DEMAND FOR computer-related workers will soar 15-20 percent over the next two decades, predicts Stanley Hart of Dunhill of Troy. "Electronic data processing is the nation's fastest-growing industry. U.S. Department of Labor Statistics indicate that the number of jobs for computer professionals will increase nearly 85 percent by 1990,"

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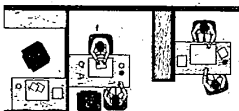
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