Businessman must heed changes in market

compete when one's on every cor-ner?"

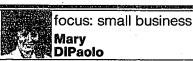
"I can't control the economy, and it certainly affects sales at my jewelry shop?

"I just opened atnaning salon and then find out everyone's afraid of skin cancer?"

der which the business operates.

What a consultant, I have heard these comments and others like them from small business owners and managers. All readily agree that 'control' or a business is limited to what goes on within the firm's own environment; anything external to that envi

ronment becomes very difficult, it not impossible to manage.
These "citeman environments" that potentially affect both the short and long-term nuccess of any small business venture include the following: (1) the economy; (3) the follitical/legal environment, (4) technology, and (5) the cultural/social environment under which the business operates.



market planning.

Let's take the example of the repair of

markets) began offering green plants to consumers in the early 70s. Over time, supermarkets expanded their floricultural products to in-clude standard varieties of cut flo-wers.

wers. Given the general problem super-

markets were experiencing with product quality, florists by majority) chose not to respond to this compellitive activity. As time passed, not only did supermarkets resolve their product quality problems but also began offering more exotic varieties of cut flowers to consumers.

ALONG WITH the fact that buy-ing flowers at supermarkets was convenient for the consumer, sales growth skyrocketed.

At present, many supermarkets have set up "minl-flower shops" on the premises offering fresh and silk floral arrangements to customers.

taking special orders and wiring flo-ral products to and from different geographic locations.

As such, the retail florist is no longer the retail florist is and or com-petitor anymore. Unfortunately, not all of the traditional florists in busi-ness today recognize this trend and are losing valuable market share as a result. Enough said?

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based small business consulting firm. She is the producer and host of the coble television series, "Focus: the Small Business Environment"

business people

Fred McCoy Jr. was named direc-tor of design administration at Ca-taillo Associates in Birmingham. McCoy will coordinate the design production and procurement depart-ments while monitoring projects, contracts, budgets and client inter-cits.

Ernest J. Graham was named vice president — service at Sandy Corp. in Troy. Graham joined Sandy Corp. in 1976.

Russell B. Miller Jr. of Troy was named regional sales manager for Ziebart Corp's associate car dealer program. Formerly, Miller was with Genway Corp.

Mark F. Bollegar of Rochester was named national franchise sales



Clation D. Lauer of Birmingham and Max L. Jersete of Farmington Mills have benefacted rive gradients of Ford Moley Co. Staart M. Frey of Birmingham has been appointed vice presidents — engineering and manufacturing, technical affairs and operating staffs with Ford. Hobert S. Tashman of Bioomfeld Hills was appointed to Manufactures National Bank Corp's board of directors. In addition, he was appointed to the board of directors of Manufacturers National Bank Orp's board of Manufacturers National Bank of Detroit.





Dennis A. Kline was named direc-tor of marketing and business plan-ning for the automotive electronics business of Rockwell International

Corp.'s automotive operations in Troy. Kline joined Rockwell in 1976

as a design engineer.

J. Douglas Davis was named director-communications for Borg-Warner Automotive Inc. in Troy. Most recently, Davis was manager, corporate communications for United Technologies Corp.

as a design engineer.



pervisor for (Dallas office.



Janet A. Weiss of Farmington Hills joined Casey Communications Management Inc. in Southfield as di-rector of research services. Former-ly Weiss was senior project director at Nordbaus Research, Inc.





Daniel E. Barrett was appointed director of centralized merchandise systems planning with K mart Corp. in Troy. Barrett has been with the company for 21 years.

Philip J. Kiraly was promoted to director of inventory management at K mart Corp. in Troy. Kiraly has been with K mart for 27 years.

Submit information on new employees, promotions and re-tiréments to Business Editor, Ob-server & Eccentric Newspapers, 30251 Schoolcraft, Livonia 48150. Please include city of residence.

David E. Reichard of West Bloom-field was named vice president of kales and marketing for Wilson Au-tomation Division, Newcor Inc. in Troy, Formerly Wilson was with Ex-Cell-O Corp. in Troy.

manager for Ziebart Corp.'s U.S. marketing operations in Troy.



Rita Meganck of Rochester Hills

Babette C. Varran of West Bloom-field was made a member of the Honeywell President's Club, the company's highest honor for sales. company's highest borout for sales.

Alfred Albrecht of West Bloomfield was made a member od the Top
Hat Club of Honeywell's Building
Systems Division for sales in the di-

Larry J. LaBo was named vice president of finance for Brass-Craft Manufacturing Co. Prior to joining Brass-Craft, LaBo was with a na-tional public accounting firm.

Sheri Hill joined the professional search staff at G.A.M. Executive Search Inc. of Birmingham as execu-tive director of clerical placement. John Pohl of Birmingham was

ai Nordhaus Research, Inc.
William E. Exockson has been
elected group vice-president. North
American sales and marketing for
American Motors in Southfield.
Enockson, who has been assistant
general sales and service manager
responsible for marketing, merchandising and operations for the
Pontiac Motor Division of General
Motors since 1985, is retiring this

marketplace

"DeLecuw Ferguson Bashaw, a Southfield ad agency, will handle ad-vertising for The Amoco Oil Co.'s commercial and industrial sales di-uision

Hall Industrial Publicity, Inc. and its advertising subsidiary, HIP Ad-vertising Service, has been named agency of record for Buryl Hill Inc.

Supplemental Staffing Inc. a tem-perary help company, has merged with Adia Services Inc., a national temporary and permanent personnel placement service.

Sears, Roebuck and Co. has pened a paint and hardware speci-lty store at 19654 W. 11 Mile, opened a paint a alty store at 1 Lathrup Village.

R.P. Scherer Corp. of Troy sold its Canadian subsidiary that makes bard cassules for medicines and vi-iamins to the Cashman Group Inc. of Cornoto. Scherer last year quit mak-ing hardshell capsules in North America but will continue produc-tion of the product overseas.

Oliver's Pitta Inc. in Farmington fills has added former Detroit Red Fing hockey star Gordie Howe as the corporate spokesman.

River Place Holdings Inc. and Saxon Capital Corp. will offer finan-pial products through The Saxon Group Inc. in Farmington Hills.

Allson Associates of Troy is a new solue-added rezeller of Cascade Straphics Systems. The company will ball educational products to schools abound the Detroit area.



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mingham appointed Frank Butler Public Relations Counsel of Troy as consultant for public relations and editorial services.

Quick Access Systems of Farm-

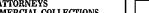
ington Hills was honored by Clarion Corp. of America as a division winner for sales.

Sandy Corp. of Troy has received

assignments from Anheuser-Busch, the Budd Co., Firestone Tire and Rubber Co. and DuPont.

Leeco Diagnostics Inc. of South-

field has received Food and Drug
Administration approval for its
Mutual of New York insurance compregnancy test lit for home use.
The Hampton Inn Hotel in South1988.



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