

Businessman must heed changes in market

"Another print shop has moved into town; how am I supposed to compete when one is on every corner?"

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

"I just opened a tanning salon and then find out everyone's afraid of skin cancer!"

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

ronment becomes very difficult, if not impossible to manage.

These "external environments" that potentially affect both the short- and long-term success of any small business venture include the following: (1) the economy, (2) the competition, (3) the political/legal environment, (4) technology, and (5) the cultural/social environment under which the business operates.

WHAT BUSINESS owners must realize is that although they can't "control" or change external environmental activities, the effects of these activities on the business may be controlled — through proper



focus: small business

Mary DiPaolo

market planning.

Let's take the example of the retail florist industry, which has been significantly affected by changes occurring within the competitive environment over the last 15 years.

Mass marketers (such as super-

markets) began offering green plants to consumers in the early '70s. Over time, supermarkets expanded their floricultural products to include standard varieties of cut flowers.

Given the general problem super-

markets were experiencing with product quality, florists (by majority) chose not to respond to this competitive 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 buying flowers at supermarkets was convenient for the consumer, sales growth skyrocketed.

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

taking special orders and wiring floral products to and from different geographic locations.

As such, the retail florist is no longer the florist's major competitor anymore. Unfortunately, not all of the traditional florists in business today recognize this trend and are losing valuable market share as a result. Enough said?

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

business people

Fred McCoy Jr. was named director of design administration at Catallo Associates in Birmingham. McCoy will coordinate the design, production and procurement departments while monitoring projects, contracts, budgets and client interactions.

Ernest J. Graham was named vice president — service at Sandy Corp. in Troy. Graham joined Sandy Corp. in 1978.

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.

David E. Reichard of West Bloomfield was named vice president of sales and marketing for Wilson Automation Division, Newcor Inc. in Troy. Formerly Wilson was with Excel-Corp. in Troy.

Mark F. Bollegar of Rochester was named national franchise sales manager for Ziebart Corp.'s U.S. marketing operations in Troy.

John P. Mulheisen of Rochester Hills was named director of dealer



McCoy



Graham



Miller



Reichard



Bollegar



Mulheisen



Lauer



Jurosek



Frey



Taubman

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

Clinton D. Lauer of Farmington Hills and Max L. Jurosek of Farmington Hills have been elected vice presidents of Ford Motor Co. Stuart M. Frey of Birmingham has been appointed vice president — engineering and manufacturing, technical affairs and operating staffs with Ford.

Robert S. Taubman of Bloomfield Hills was appointed to Manufacturing National Bank Corp.'s board of directors. In addition, he was appointed to the board of directors of Manufacturers National Bank of Detroit.

Rita Meganck of Rochester Hills

joined Gordon & Co., Bloomfield Hills certified public accountants. Formerly she was an accountant with Leonard Bros. Inc.

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

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

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

Dennis A. Kline was named director of marketing and business planning 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.

Shel Hill joined the professional search staff at G.A.M. Executive Search Inc. of Birmingham as executive director of clerical placement.

John Pohl of Birmingham was

named vice president, account supervisor for Campbell-Ewald's new Dallas office.

Janet A. Wells of Farmington Hills joined Casey Communications Management Inc. in Southfield as director of research services. Formerly Wells was senior project director at Nordhaus Research, Inc.

William E. Enoekson has been elected group vice-president — North American sales and marketing for American Motors in Southfield. Enoekson, 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

month after a 27-year career with Pontiac.

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 retirements to Business Editor, Observer & Eccentric Newspapers, 30251 Schoolcraft, Livonia 48150. Please include city of residence.

marketplace

DeLecuw Ferguson Bashaw, a Southfield ad agency, will handle advertising for The Amoco Oil Co.'s commercial and industrial sales division.

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

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

Sears, Roebuck and Co. has opened a paint and hardware specialty store at 19554 W. 11 Mile, Eastrup Village.

R.P. Scherer Corp. of Troy sold its Canadian subsidiary that makes hard capsules for medicines and vitamins to the Cashman Group Inc. of Toronto. Scherer last year quit making hardshell capsules in North America but will continue production of the product overseas.

Oliver's Pizza Inc. in Farmington Hills has added former Detroit Red Wings hockey star Gordie Howe as its corporate spokesman.

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

Alliance Associates of Troy is a new online-added reseller of Cascade Graphics Systems. The company will sell educational products to schools around the Detroit area.

Metro Rehab Services Inc. of Bir-

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 pregnancy test kit for home use.

The Hampton Inn Hotel in South-

field is receiving \$5.2 million from Mutual of New York Insurance Company for improvements. The 154-room hotel was completed in early 1986.

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