Where do service businesses need the most help?

I attended a market planning presentation you recedity gave to a group of retailers and consumer ser-vice businesses. I wonder what areas of the market planning process you find retailers need the most help with.

T have been most often approached about the planning and implementation of non-traditional promotional activities to attract more stamers to a store and retain them a regular basis. To do this I need on a regular basis.
to know:
What specific product or ser-

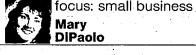
vices are most often bought from your store and when (evenings? weckends? holidays? summer?).

Why customers are buying from you instead of a competitor.

How eustomers make the decision to buy from you (impulsively? based on customer recommendation?)

Where customers go to buy similar products.

Who are the key customer groups who regularly patronize your business (lifestyles? reason they like doing business with you? demographtes?).



Gathering this information as a first step is crucial to the planning of any successful promotional pro-gram. This represents one aspect of the market planning process that re-tallers may agree is somewhat im-

portant but usually do not focus on in ways that are meaningful when planning their promotions. Once these key customer markets and their related buying habits are un-derstood, the goal is to select promo-

in Southfield. Non-member fee: \$225 Information: 353-4500. Sponsor. American Association of Employers.

TECHNOLOGY COUNCIL Thursday, May 16 — Michigan Technology Council meets in South-field. Information: 313-763-9757;

tional strategies that will best reach and persuade them. These same principles apply to any business when planning future promotional activities.

I heard there is a list available of the hottest new businesses for 1991. Are you aware of it?

Entrepreneur magazine prints a list of hot business ventures at the beginning of each year. For 1991, the businesses named include event planning, cruises only travel, gift baskets, chicken wings, specialty

personnel, senior day care, mall order, exercise wear, food delivery,
desktop publishing, summer camps,
exporting, computer consulting, children's learning centers, bullding
idoctors," recycling consultants,
Mexican food, gournet takeout, educational books and toys for children,
healthy desserts and bleycle shops.

Mary DiPaolo is the owner of MarkeTrends, a Northrille business consulting firm. She is also producer and host of the cable television series, "Chamber Per-spectives,"

datebook

NETWORKING
 Thursday, May 9 — Leads Club
meets in Southfield. Information: Jo
Anne Kusudo, 641-2756.

 WORK WITH ARCHITECT WORK WITH ARCHITECT
 Thursday, May 9 — "How to Hire and Work with an Architect" in Southfield, Fee: \$8. Information: 746-8700. Sponsor: Southfield Public Schools.

CAREER WOMEN
 Thursday, May 9 — National Association of Career Women meets in Farmington Hills. Information: 626-0752.

● INTERNATIONAL
STUDENTS
Tbursday, May 9 — "Immigration
Issues and You" 7.9 p.m. in Southfield. Information: 569-5220. Sponsor: Stanley H. Kaplan Education
Center Lid. American Immigration
Lawyers Association.

BUILDING OWNERS
 Thursday, May 9 — Building Owners and Managers Association meets in Southfield. Information: 964-4000.

● WORDPERFECT 5.0
Thursdays, May 9-30 — "WordPerfect 5.0 Intermediate on the IBM
Personal Computer" 7-9 p.m. in
Bloomfield Hills. Fee: \$85. Informatlon: 645-3635. Sponsor: Cranbrook
Schools.

 LABOR-MANAGEMENT FORUM
Friday, May 10 - "The Dymanics
that Made Saturn" speech presented
at 1 p.m. in Troy. Information: 3703124. Sponsor: Oakland University.

◆ CMA REVIEW

Saturday, May 11 — Certified
Management Accountant examination review Part Three 8 a.m. to 5
p.m. near Rochester. Fee: \$95. Informattlon: 370-3120. Sponsor: Oakland
University.

• FINANCIAL PLANNING DEGREE

DEGREE
Tuesday, May 14 — Free information night about personal financial
planning certificate program begins
at 7:30 p.m. near Rochester. Information: 370-3120. Sponsor: Oakland
Iniversity.

BETTER MEETINGS
 Tuesday, May 14 — "Conducting
Effective Meetings" 9 a.m. to 4 p.m.
in Southfield. Non-member fee: \$225.
Information: 353-4500. Sponsor.
American Association of Employers.

WOMEN IN SALES
 Tuesday, May 14 — Professional



Detroit's Quietly Sophisticated Hotels

From our complimentary Continental breaktasts to our alterection tea, old world degoand is yours in our European-inspired service and ambiance. If you still judge excellence by quality, there are your homes away from home for beautibility appointed guest accommodations, the warm of personal service, and the intimacy of a European in n- our reward to our guest for their discerning taste.

The Barclay Jan 145 S. Hunter Blvd., Birmingham 646-7300

THE BERKSHIRE HOTEL 26111 Telegraph Rd , Southfeld 356 4333

Women in Sales meets in Bloomfield Hills, Information: 452-5650.

WOMEN'S ECONOMIC

Tuesday, May 14 — Women's Eco-nomic Club meets in Detroit. Infor-mation: 963-5088.

• LSAT PREPARATION
Toesdays and Thursdays, May 1430 — Law School Admissions Test
preparation workshops 6:30-9:30
p.m. near Rochester, Fee: \$195. Information: 370-3120.

● CUT HEALTH CABE COSTS Wednesday, May 15 — "Health Care Cost Containment" 9 a.m. to noon in Southfield. Non-member fee; \$125. Information: 353-4500. Spon-sor: American Association of Em-ployers.

MONEY FOR TECHNOLOGY
 Wednesday, May 15 — Seminar on
getting money from government for
technology-based companies runs 9
a.m. to noon in Troy. Fee: \$15. Information: 689-4094. Sponsor: Watsh
College.

MODERNIZATION
CONFERENCE
Wednesday-Thursday, May 15-16
"Modernizing America's Industrial Base" conference in Detroit. Information: 769-4454, Sponsor: Modernization Forum.

LEASING APARTMENTS
 Wednesday-Thursday, May 15-16
 "Professional Apartment Leasing
for the '90s' in Southfield Fee: 165.
Information: 348-9550. Sponsor: Residential Marketing Concepts Inc.

PURCHASING
MANAGEMENT
Taursday, May 16 -- Installation
of officers of the National Association of Purchasing Management -Metro Detroit and mini-seminar by
lick Inatome of Inacomp Computer
Centers: "Keys Issues in Public Purchasing" at the Detroit Yacht Club.
Information: 1-773-3737.

NETWORKING
 Thursday, May 16 — Leads Club
meets in Southfield. Information: Jo
Anne Kusudo. 641-2756.

BUILD A TEAM
 Thursday, May 16 — "Building an
Effective Team" 9 a.m. to 4:30 p.m.

sociation of Accountants meets in Bloomfield Hills. Information: 838-

• WAGE & HOUR LAW
Thursday, May 16 - "Wage and
Hour Law Review" 9 a.m. to 4 p.m.
in Southfield. Non-member fee: \$225.
Information: 353-4500. Sponsor:
American Association of Employers. CPA WEEKEND

CPA WEEKEND
Priday-Sounday, May 17-19 - CPA
Weekend review for certified public
accountants near Rochestor, Information: 370-3120. Sponsor: Oakland
University.
CMA REVIEW
Saturday, May 18 - Certified
Management Accountant examination review part four 8 a.m. to 5 p.m.
near Rochester. Fee: \$95. Information: 370-3120. Sponsor: Oakland
University.

BLACK WOMEN
 Saturday, May 18 — National of
100 Black Women meets in Detroit.
Information: 534-9746.

Culinary Art Supplies

On Sale.

Broun Juicor - suggested reliai 527

••• Silver's Price \$17.95 ••• Braun Slandaid Handblender - suggested int (12) *** Styar's Proce \$22.95 ***

Broun Collee Grinder Lags plated rates \$1.5 ••• Saver's Prace \$17.95 ••• Broun 10 Cup Coffee Maker Independent of the *** Sever's Proce 109 Vol. *** Brown Gold Filters (#4) Supports Tricker

••• Savers impersible 2: ••• Braun Espresso Master the specify directory to

GIFTS OFFICE PRODUCTS FURNITURE

Heartworm Disease And Responsible Pet Ownership

Is Your Dog Safe From Heartworm Disease?

Information: 53-9746.

• WONDFERFECT 5.1

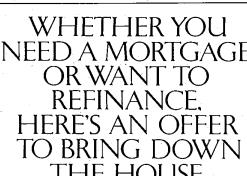
Saturday, May 18 -- Course on columns and tables for WordPerfect 5.19 s. m. to 12:30 p.m. near Rochester, Fee \$60. Information 370-3120. Sponsor: Oakland University.

• LOTUS 1-2-3

Saturdays, May 18 through June 8

- Lotus 1-2-3 version 2.2 workshop 9 a.m. to 12:30 p.m. near Rochester, Fee \$160. Information 370-3120. Sponsor: Oakland University.







The cost of a house is one thing. The cost of petting into a house - the mortogog application and loan documentation lees – can be something else altogether. And that

But right now, with interest rates at their lowest in recent years, it's a great time to get a mortgage or relinance. And at First of America, for a limited time, we're making it even better by waiving our \$200 mortgage origination fee.

As always, we have compensive rates and we'll help you find just the right terms and payment plan for your budget. We start by othering an array of mortgage and refinancing options, Including fixed and adjustable rates, ETIA loans and other flexible payment plans. And we'll reply to your application fast,

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