

MALLS & MAINSTREETS

Helping hands

Retail Realities

The following 10 Survival Strategies come from "Up Against The Wal-Mart's" by Don Taylor and Jeanne Smalling Archer, Amacom Books, 1994.

The book describes the business philosophies of 1,000 small retailers who have managed to survive in the shadow of a superstore chain.

1. Focus completely on satisfying the customer.
2. Study the success of others.
3. Gather and analyze management information regularly. (Develop systems to monitor information about financial, customer industry and market trends.)
4. Sharpen marketing skills. (Work the six P's: price, product or service, place, promotion, people and positioning.)
5. Increase customer's perception of value. (Use variable pricing strategies to match discounter's prices on price-sensitive "visible" items.)
6. Position the business uniquely. (Carve out a section of the market where you can out-deliver competitors.)
7. Eliminate waste. (Plan spending, create budgets.)
8. Find something to improve every day.
9. Embrace change with a positive attitude.
10. Finish analyzing, take action.



JOHN STORME/STAFF PHOTOGRAPHER

Recycling jeans: The Guys n' Gals Shop in the Orchard Mall in West Bloomfield held its annual Zip Up the Homeless clothing drive June 16. Baggging the day's collection bound for the Pontiac shelter are: (left to right) Sara Newman of West Bloomfield, Anne Merrill of Farmington Hills, and Sheri Stav of West Bloomfield. More than 250 pairs of jeans were donated by customers.

RETAIL DETAILS

Retailers in suburban Malls and Main Streets can submit announcements of upcoming events and promotions for Added Attractions. The deadline is the Wednesday before publication on Monday. Send the facts to: Malls & Mainstreets, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, 48009. Or fax to: (810) 644-1314.

MONDAY, JUNE 26

HEALTH TEST
8-10 a.m., Jacobson's court area. Free blood pressure screening and arthritis information. Courtesy of Botford Hospital.
Laural Park Plaza, Six Mile/Newburgh, Livonia.
(313) 462-1100.

PUPPET SHOWS
"The Musicians of Bremen" presented daily through July at 11 a.m., 1, 3 and 7 p.m., Saturday 11 a.m., 1 and 3 p.m., Sunday 1 and 3 p.m.
Meadowbrook Village Mall, Adams/Walton, Rochester Hills.
(810) 375-9451.

WEDNESDAY, JUNE 27

"LOVABLE PETSING ZOO"
Visit with good-natured farm animals, 11 a.m. to 3 p.m., Center Court. Don't forget your camera.
Livonia Mall, Seven Mile/Middlebelt.
(810) 476-1166.

POWER RANGERS VISIT
Meet Steve Cardenas (Red) "Rocky" and Amy Jo Johnson (Pink) "Kimberly" of the Power Rangers. Noon, J.C. Penney Court. Parents welcome to bring cameras for poses.
Oakland Mall, 14 Mile/John R. Troy.
(810) 788-4358.

PARK CONCERT
Music in the Park. Noon. Bring a lunch and enjoy an outdoor concert each Wednesday through July 26.
Kalkreuth Park, Main/Ann Arbor Trail, Downtown Plymouth.
(313) 416-4-ART.

OPERA AUDITIONS
Hudson's invites kids ages 3-14, to audition for an appearance in Fresh Dash on Aug. 2 at the Fox Theater, 3-5 p.m. Call for more details.
Northland Center, Eight Mile/Greenfield, Southfield.
(810) 443-6000.

WEDNESDAY, JUNE 28

MUSICAL REVUE
Join Dorothy, the Scarecrow, the Tinman, and the Cowardly Lion down the yellow brick road in a musical salute to The Wizard of Oz. 10:30 a.m., Penney's court area. Kids Club event. New members welcome.
Free.
Northland Center, Eight Mile/Greenfield, Southfield.
(810) 589-6272.

FIREWORKS FESTIVAL
Hudson's sponsors tonight's 37th annual fireworks display over the Detroit River. Approximately 10 p.m.

Rain date: June 29. Watch over 10,000 pyrotechnic effects choreographed to Big Band sounds.
Simulcast on WR-AM, WYST-FM and WDWY-TV 4.
(810) 443-6000.

THURSDAY, JUNE 29

INFORMAL MODELING
See the latest casual fashions from Rear Ends modeled during lunch from noon to 2 p.m.
Stage & Co., Orchard Lake/Ke. Maple, West Bloomfield.
(810) 855-6622.

PARK CONCERTS
Summer Series. 7:30 p.m. Free. Bring a blanket or lounge chairs.
Swain Park, Bates/Marsh, Downtown Birmingham.
(810) 644-1700.

FRIDAY, JUNE 30

INFORMAL MODELING
Featuring styles from Clothes Encounters informally modeled during lunch at The Grand Cafe, noon to 2 p.m.
32316 Grand River, Downtown Farmington.
(810) 615-9181.

BOOK DISCUSSION
Escape columnist John Derenti talks about his best-seller "Midnight in the Garden of Good and Evil," 7:30 p.m.
Bardens Books, 13 Mile/Southfield, Birmingham.
(810) 644-1515.

TOUR DE GOLF
Mini seminars and tips sponsored by Golf Digest through July 2. Regular mall hours. Hit balls, have swings analyzed, compete in putting and driving contests. Books and apparel available.
Oakland Mall, 14 Mile/John R. Troy.
(810) 585-6000.

SATURDAY, JULY 1

FARMER'S MARKET
Now through Oct. 28 in the Village Commons Shopping Center parking lot. 9 a.m. to 2 p.m. Flowers, fruits and vegetables.
Grand River/Ann Arbor, Farmington Hills.
(810) 473-1276.

SUNDAY, JULY 2

STORYBOOK SUNDAY
There will be no session today due to the 4th of July holiday.

MONDAY, JULY 3

SENIOR DANCE
11 a.m. to 2 p.m. Join senior citizens for fun and exercise. Live band, refreshments. Newcomers welcome. Lower level community room.
Westland Center, Wayne/Warren.
(313) 425-5001.

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We at Quality Window Center "The Andersen Window Experts", are proud to announce the formal celebration of **OUR 10th YEAR ANNIVERSARY** of servicing and selling Andersen Products to the Metropolitan Detroit area. We're also celebrating the completion of our new showroom.

As our way of saying thanks to you our Andersen customers, we will send you and your family away on an exciting **3 NIGHT/4 DAY VACATION**, for buying \$7,500 of Andersen Windows or Patio Doors.

With your qualifying Andersen purchase, simply choose one of the fabulous resort destination packages. Your vacation includes: deluxe accommodations for 2, children stay FREE, gift basket, first morning breakfast for 2, FREE round of golf for 2 at select locations, discount coupon book and FREE tickets to an area attraction or event.

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At the time you fill out one of the sample vacation packages - call 313-953-2288 for the complete rules and regulations. Bookings fill fast! Andersen Windows At Unbeatable Prices For All!

Join us during the week of **JUNE 24-JUNE 30** for our **SHOWROOM OPEN HOUSE** at our Dearborn Heights location. We'll have Andersen products, seminars, popcorn and beverages.

Name _____
Address _____ City _____
State _____ Zip _____ Phone _____

Fill out this entry blank and return it to either Quality Window Center location and you will have a chance to win a **FREE VACATION!**

Did you know that the Super Information Highway has a local on-ramp?

It's called O&E On-Line! and its been around for quite some time now. In fact, as you read this, a lot of people are using O&E On-Line to cruise down the highway and enjoy all sorts of exciting information.

You can join them for as little as **\$190 per year**, no time limits, no per hour charges. You'll have a hard time finding a better deal than this.

And it's easy to learn more. Just call our hotline 313-953-2266.

Or maybe the Web (World Wide Web) is something you've been meaning to add to your system. If it is, you need to talk to Eric Reynolds at 313-953-2288.

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Observer & Eccentric
ON • LINE!

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