

PROJECT CITY MALL - Weekly Business Site Meetings

Cashel Mall West - Every Wed 11am @ In Italia Guthrey Centre
Cashel Mall East - Every Thurs 11am @ Starbucks, City Mall

Centrestage

Keeping you up with the play in Central City



CCBA
CHRISTCHURCH

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CENTRAL CITY BUSINESS ASSOCIATION

Hiring Right in Retail Half the Battle



Hiring the right calibre of people is crucial to your success in retail management, perhaps more so than in any other industry.

Every one of your hiring decisions, as a store manager, district manager or regional manager will speak volumes about your organisation and your personal values and abilities.

Every time a 'bad' hire shows up for work, you are putting yourself and your organisation at risk of being perceived negatively.

Try to imagine how your customers feel when they encounter an individual representing your organisation who is improperly groomed or whose attire is inappropriate for your business. This does not mean they have to wear expensive clothes but their clothes must reflect the store values.

That is just the first (although very important) impression. It can get much worse once verbal interaction takes place. The individual's attitude and manner of speaking can turn a potential customer into a 'lost sale' so quickly you will not even know it happened.

Your ability to increase revenue and produce great 'key indicator' results is weakened by these individuals. You need to hire people that have a desire to succeed if you want to become a successful, well-respected Manager.

If you are fortunate enough to have some aces working for you already, then you have a great advantage in the interviewing process. There is a lot of merit in examining the traits and behaviour of your top performers then comparing candidates with these. It should be noted that any manager may make a 'bad' hire every now and again. There is only one thing you need to remember when this happens...fix it fast!



Paul Lonsdale
Central City Manager
Business Association

Project City Mall - Find out more

Project City Mall is having a positive impact on the Central City and work is well-underway for 2009.

The project team is working closely with retailers and their weekly update meetings are a good chance to find out more about what's going on and ask questions of the project leaders.

Meetings are held weekly so if you have any questions or would like

to find out more make sure you head along...

Wednesdays: 11am at In Italia
Thursdays: 11am at Starbucks

You can also contact Project Director Sean Whitaker (021 633 592) or Project Manager Craig McKenzie (027 209 6278) any time with questions about the project. Both are on-site regularly, so feel free to stop and have a chat when you see them.



Sean Whitaker
Project Director
m. 021 633 592



Craig McKenzie
Project Manager
m. 027 209 6278

Trends for 2009

Trends Mix for 2009

Here's a snack-sized serving of trends for 2009.

1. Being brainy (clever leaders are smart when times get tough)
 2. Drinking tap water (saving money meets saving the planet)
 3. Wearing glasses (call it the Tina Fey effect)
 4. Going back to school (to improve your employment prospects)
 5. Having a sense of humour (in tough times people need a laugh)
 6. Being subtle and authentic (cheap chic beats barmy bling)
 7. Being healthy (but it's more than your weight)
- Ref: The Star (Canada)

Restaurant Trends 2009

Expect to see less pretension, more simplicity and casual restaurants with fixed price menus (In other words more bistros and osterias). Also expect to see more all day breakfasts (due to the comfort factor), more charcuterie platters, more Peruvian food and more noodle bars.
Ref: NPR (US)

What's on TV in 2009?

Science fiction is predicted to be huge in 2009 because it captures the spirit of a looming dystopian future based on climate change, scarce resources and global terrorism. A good example is 'Fringe', a cross between The X-Files, The Twilight Zone, Outer Limits and Altered States.
Ref: The Australian (Aus)