

## 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

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CENTRAL CITY BUSINESS ASSOCIATION



**CCBA**  
CHRISTCHURCH

## External Conditions



Most retailers generally plan their targets, or budgets, based on the actual sales of the previous year. As the saying goes, 'past performance is a great indicator of future performance'.

Every wise retailer will also carefully look at external conditions before committing a target or budget to paper and before using the numbers as a basis for buying merchandise and setting expense budgets.

If you were to do some analysis of a few retail stores from different chains

and geographic locations, you would see how sales tend to cycle based on:

- Number of potential target customers in the surrounding location.
- Shopping centre management and marketing programs,
- Town or city development,
- Age or physical condition of the building(s).
- Other tenants.
- Access and parking.

When initially selecting a location all of these things are taken into consideration along with many more. The problem is that they are

not necessarily revisited. Establishing revenue targets without considering these external factors is simply incomplete and no business plan should be based on those targets alone.

I should mention at this point that the manager of a retail store is usually the person who can/will make it happen or not. I have seen many examples of stores that are not performing until taken over by a new manager and suddenly sales go through the roof and vice versa.

It is not my intent to imply that store managers should be able to use any little change in the community as an excuse for a lack of performance. However, I am discussing things that store management has little or no control over; significant things that change traffic patterns and consumer spending habits and things that are not temporary.

That is why I call them external conditions or factors.

These are not things that happen inside the store that can be fixed.



**Paul Lonsdale**  
Central City Manager  
Business Association

## Manage your people

If there was one thing you could identify as most important for giving you the best possible chance of closing the year successfully, what would it be?

**The answer is managing the performance of your staff.**

The retail store is not going to change much except for the usual visual merchandising and possible layout changes. All your retail management training has been done; the inventory has been bought and should arrive on schedule. Your POS system will be the same and your marketing and promotional efforts are probably all developed and ready to implement, except for some last minute attempts to give business a lift.

**The only thing that is really going to make the difference this year is... you guessed it... your staff.**

## City Mall team cleans-up burst water main

The leak was not caused by construction on Project City Mall, however the team was on hand to help deal with the situation.

The Christchurch City Council has asked the construction team to undertake the repair work and it is expected to be finished in around two weeks.

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