

Centrestage

Keeping you up with the play in Central City

Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

March 1st 2009

CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH

Insane Retailing

It has been said by many authors that an appropriate definition of insanity is 'repeating the same actions time and time again, expecting different results'.

This definition seems simplistic and even ludicrous to educated psychologists, but for the rest of the population it's fine.

Consider the vast number of companies who achieve sales via retailing. The number is large and growing annually.

These companies, perhaps even yours, operate with a knowledge that they're doing all they can to achieve success. They are doing the same things they've been doing in previous years. Sales were decent then; they are only getting better. Right?

Think about this; If you do what you have always done, you will get what you have always got!

This phrase is fantastic for people who have always been doing the right things. For the rest of us, static business environments don't exist; the only thing that is constant in any business is change.

The best way to ensure that your team continues to be a leader

in your industry is to consistently and optimally train and re-train to stay ahead of industry trends.

Specific training to achieve specific goals is vital to the success of an organisation. Investing in cutting edge retail management training will bring a wealth of valuable, original and innovative capabilities to your team.

Consider the opening statement of this article: the definition of insanity. Can you identify any practices that your company undertakes on a regular basis that achieve minimal results time and time again. Innovative methods need to be introduced, as well as the applicable support given to see implementation through to completion. Distance your company from 'Retail Insanity'; invest in appropriate training that will enable your teams to thrive in any economy.

What would cost more?

A) Providing top quality, leading edge training for our company's most valuable and profitable asset; its people or B) Not training our #1 asset properly and watching our organization slowly become a casualty of this economy?

Doing the same things, while expecting different results will only give you more of the same. Guaranteed. Be bold; try something new and see how incredible the new results can be.



Paul Lonsdale
Central City Manager
Business Association

Did you know?

By the year 2020, more than 50% of millionaires in the UK will be women.
Ref: The Economist (UK)

Consumer spending by those aged 65-74 is predicted to increase by 40% by 2017.
Ref: Verdict Research (UK)

Quotes of the month

"Tug on anything and you'll find it is connected to everything else"

John Muir

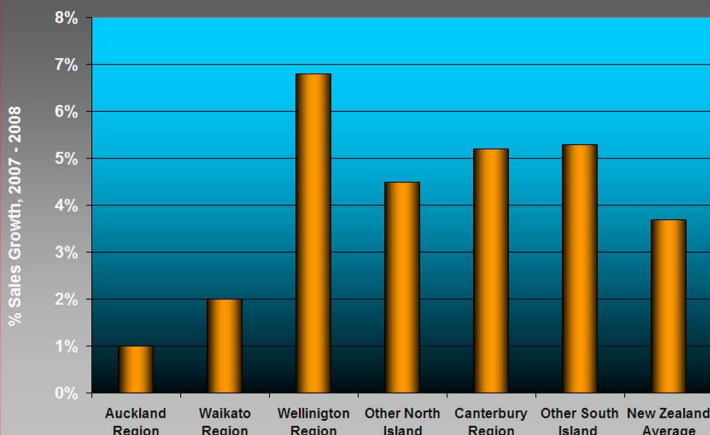
"The future, according to some scientists, will be exactly like the past, only far more expensive"

John Sladek

Retail Sales: Better than we have been led to believe

December sales figures were released on Friday the 13th but were not as scary as we had been led to believe. The majority of issues came from the automotive sector which had a very tough year: down 13%. Many retailers did suffer eg furniture and flooring sales were down 12% on the previous year. However, the core retail sector, excluding auto related industries, rose 2.2% in 2008. While this isn't great, it certainly isn't bad considering the financial climate.

2008 Core Retail Sales Growth, by Region



Looking at the graph you can see that Wellington came out on top with sales up 6.8% over 2007; Auckland was the worst with only a 1% increase and the South Island buoyant with some worries over the agriculture sector affecting retail sales this year.

Retailers are still going to have to be careful this year, watching the bottom line, ensuring they buy right and give top service.