

Bigger Isn't Always Better

Sometimes expanding your business isn't the answer you are looking for.

A local shop has always been messy and extremely crowded. The owner told me several years ago, "I really need more room." Always quick with a suggestion, I offered the idea that she stop carrying some merchandise such as knick-knacks (real dollar store stuff), every brand and style of jeans, men's dress clothes, costumes, crafts, and bridesmaid dresses.

A simple act of tightening the requirements and dropping some categories of merchandise would have solved her problems. In addition, she could have gotten matching hangars, some new racks and literally straightened her store. She would have had a brand new store, solved her problems and increased her sales. But she chose to rent a bigger space. Lots more room to cram full of junk. Then she had a big store filled with stuff that didn't sell, racks too full and tons too much merchandise.

Her latest move has been to a strip mall in a great building with tremendous possibilities. Completely redone with great shelving, fitting rooms, show windows and a nice back room. Guess what? You're right. It's

full beyond your imagination and you can't find anything.

To her, getting a bigger store is her criteria of success. Her store looks just like it did 10 years ago when we had the first conversation, just more of it. She could have stayed in the original building with probably a small rent increase over the years and be making more money than she is now.

Just renting or buying a bigger space does not guarantee success. What it does guarantee is a bigger payroll, more rent or higher mortgage payment, elevated utilities, more insurance and higher property taxes.

Consider where you are right now. Crowded? What can you do about it? Rid your store of several categories of merchandise immediately! Do a careful study of your store layout if you didn't get to attend Bob Schordock's workshop at conference. Take less stuff!!! More is not always better. I promise you, no one likes to shop racks stuffed with clothes and tangled hangars. You are not impressing customers, you are revolting them.



—**Patti Acquisto**
NARTS Director
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**Remember the admonition:
So-so = No-no!**

If that stuff you are accepting is just so-so, it is sure a no-no. How much stuff do you have that should have been a no-no? Just because someone brings it to you, you are under NO obligation to accept it!

Young shop owners, it is a lesson to be learned. Us old shop owners still wrestle with it each day and do not enjoy turning people away. It is still the unpleasant side of this business but will always remain with us.

So before you run out and rent a big old building, look around and see if your problem can be solved right on the premises. ♻️