



LESSONS FROM THE KINGDOM OF MAGIC

There is always
something to learn
at Disneyland.

On our recent family trip, we learned how to be a “Park Hopper” between Disneyland and California Adventure, and how to use the MaxPass app, to optimize our time in both parks. That worked out great and, afterwards, I thought about the value of hopping between venues at MAGIC. It is easy to stay in one venue and still not finish, but there is also value in visiting other parts of the show. With MAGIC on the horizon in August, it was logical to make a connection.

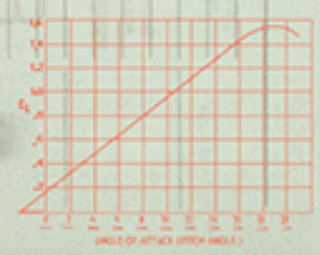
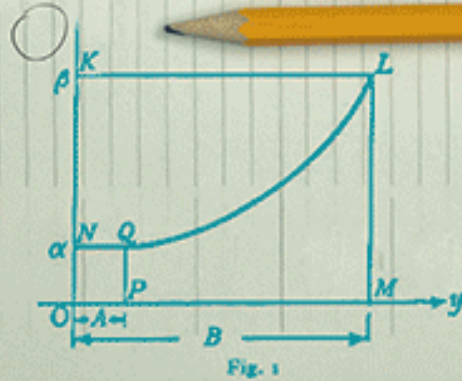
WHY NOT PLAN YOUR ITINERARY, AND STRATEGY, BEFORE ARRIVING AT MAGIC? THERE IS TREMENDOUS INFORMATION ABOUT THE VENDORS AND VENUE LAYOUTS TO HELP YOU EDUCATE YOURSELF BEFORE YOU GO.

Here are a few tips on show prep, to optimize your time.

Put aside dollars, or even create dollars, for new vendors and/or new categories. Get out of your comfort zone. These dollars can come from:

- 1** Reducing purchases with underperforming vendors, or underperforming classifications.
- 2** Increasing purchases in strong classifications where turns are good and sales are driven by great product, not markdowns.
- 3** Testing new categories with product that can be merchandised in those areas your business is growing.
- 4** Testing new points of view or markets you do not normally shop. This is referred to as crossover merchandising. Your customers shop with you for your point of view, but also shop elsewhere. Be willing to mix it up and stretch your budget where it aligns with your strategic goals.

NEW BRAND



WE ALL KNOW THAT CUSTOMERS ARE LOOKING FOR WHAT IS NEW OR WHAT IS ON SALE, AND YOU WANT TO BE IN THE "WHAT IS NEW" BUSINESS.

NEW IS MAGICAL.

Venue hopping can be part of creating this new experience for your customers. You have a chance to get excited at the show and carry that excitement forward in messages to your base - via social media - while still at the show. Chances are, you will get feedback even before you leave the show and that should encourage your courage. Change requires a shift, and that shift can begin at one of the many venues at MAGIC.

I have countless stories of clients shifting gears and bringing in new and fresh ideas and looks that stretch their customers into new areas.

EVERY MERCHANDISE CATEGORY HAS AN OPPORTUNITY TO EXPAND. GOOD MERCHANTS FIND WAYS TO ADVANCE THEIR LOOKS TO BUILD, GROW AND SEIZE MORE MARKET SHARE.



THINK ABOUT IT.

The good news is...you don't have to be a magician to create Magic in your store.

ONWARDS & UPWARDS



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