

TruServ Can Help

Let's face it...running a store takes almost all of your time. You probably feel like you barely have time enough to breathe, much less do the legwork required for opening *another* location.

When you begin to think about expanding your empire, you're going to need some help. After all, you can't just abandon your current store while you scout out a second location. Orders need to be placed, staff needs to be managed, plans need to be made.

Our advice? Take all the help you can get.

Your Retail Consultant

Your Retail Consultant is your absolute best resource during the research, planning, building and followup stages of your empire-building. When you initially contact your RC about getting another store, you don't need to have a firm idea. It might even be enough to say you're interested in starting another store. Start with an open mind.

Your RC will want to know the following.

- How much space will you want (5,000 sq. ft., 10,000 sq. ft., etc.)?
- What market are you interested in?
- What product mix do you plan on carrying?
- When do you want to open?
- Do you already have a location in mind?
- What are your capital resources for opening and supporting a second location?
- Do you have a manager in mind?

Ready...

At this point of the process, you can probably almost see your dream location. You know what you want, when you want it, and at least a rough idea of whether you can afford it. Armed with this information, your Retail Consultant and Retail Operations Specialist go to work studying the market. Who will your customers be? What product selection will they want? Who will be your competition?

Knowing where the dangers lurk brings your dreams closer to reality.

Your RC is still there to help you in scouting locations, negotiating leases or purchases, and securing financing. Also, she or he will help create a business plan for your new business. How much staff will you need? What should you expect to spend in advertising, merchandising, payroll, etc.?

Set...

OK, you have your place *and* your plan. Your prior research has told you the most effective product mix--now you need your opening stocking order. The RC and ROS are still there to get you merchandised, computerized and assembled.

When you have your staff ready, they'll probably need to be trained in TruServ procedures. Chances are some of your new staff doesn't have retail sales experience. Your Retail Consultant can provide this, as well.

Go!

The old adage is true--the first years of a business are the most difficult. Your RC and ROS provide ongoing support, reviewing your results against the initial plan, and helping you make adjustments in your product assortment, staff and advertising, as well as helping you secure additional financing and negotiate loan rates.