

## SHELF MOVERS



• **Journal** Unlimited offers an extensive selection of journals, including this one to keep track of winery trends. The company plans to #3 in Journals, (800) 877-8528.



• **Light** debuts at #9 in the Home Decor chart. The company's well-priced mini lamps are sold as a set of four, \$29.75 cost. Heights range

# GIFTBEAT

## Surviving Alongside The Big Boxes: A 'Reality Check' List

Facing The Reality | One of the gift industry's

top producers is actively considering that

idea and they have two choices: move

larger decorative furnishings into

to retail partners, but that's not an

option that will drive the necessary

price cuts.

to the practice they've adopted:

Probably not. Retailers have to present

in their buying decisions. Many retailers

ing key industry leaders and creating

about business structure and company

politics, here is a "reality check" for the

residents.

Follow the advice "Buyers beware"

1 • In an ideal world, every retailer

owner would fully disclose the business

structure - and give residents a heads-up

when selling the same product to bigger

retailers.

2 • Work with companies that take a

partnership approach. The success

of all retailers in the gift industry relies

on business that doesn't have independ-

ent retailers. These stores generally pay

one price, are loyal to their favorite sup-

ply and work harder to educate their

retailers about a company's product.

## KEEP AN EYE ON...

The "Home" Company  
Home Collections, Inc. is a  
company that has been in  
business for over 20 years.  
They are a family-owned  
business and are known  
for their quality products.  
They are currently looking  
for new products to add  
to their line.

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