

These Things:

1. GANAS SALE

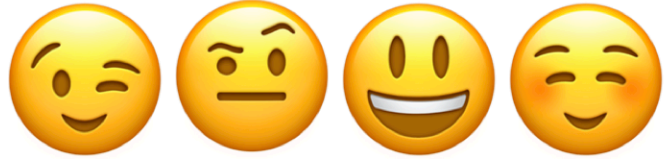
Who: All Three ETG stores

What: a Two Day Sale offering 20-30 & 50%

Where: Happening at the three stores

When: June 1st and 2nd

Why: because sales are low. Because NYC retail is struggling (1/3 of NYC retail spaces are empty). The prices at the stores are currently too high.



How:

1. CREATE an experience.

With an epic brick and mortar retail collapse happening in the US and NYC right now, the survivors will have to reinvent themselves. The buzzword today is creating spaces with Experiential Design. It is less about the shopping as function and commodity and more about "how you make the customer feel."

Customers buy based on how they feel rather than what they need (please see Research Report, pg. 10 para. 2).

2. SCENT is a critical element regarding memory and shopping experiences.

I suggest getting atomizers using vanilla or peach to be infused in each of the stores during the sale. I can purchase this next week and deliver them to each of the stores.

3. SOUND is a critical MUST element in keeping shoppers in the store thereby having the customer's stay longer and purchase more. I suggest making sure that music (1960s-1970s) can be heard inside and outside and in every corner of every store. This will create a lighter mood leading to an optimal experience for the workers and customers. I am told that there are dozens of speakers and plenty of speaker wire so it is just a matter of myself and two Workers to get this critical aspect together. I will make myself available to help (no holds barred).

4. OFFER (complimentary) COFFEE, water, iced tea, cookies and candy in all Three Stores during the sales weekend. In marketing we NEVER use the word "Free" because free has no value but rather use the word COMPLIMENTARY instead. Complimentary is viewed as more of a gift and is therefore more optimal in creating a better client Experience. For the \$40-60 this complimentary gift may cost in expenditure (from the dollar store), it will give back 100xs more in assisting the customer to FEEL taken care of and cared for.

5. ADVERTISING for the Jun. 1 & Jun. 2 sale will happen on Instagram. This is to keep the costs down to a minimum. I will be using all three ETG accounts to see what we can leverage in terms of turn out. From what I can see so far on Instagram, it will be great to engage customers.

Kira will be handing out the BiG SALE flyer to stores around town (Yes!!!). I would also recommend that she leave the ETG flyers in-store with the "We are here to share our energies..." insert placed into the middle. 20-30 at each store would be perfect.

The flyer for the sale has been created.

The article for the SI Advance has been written. Promotions that happen as close to the sale date generate far better results than promotions that happen a month before.

If there is an e-mail list we can use for each store, I would like to volunteer myself writing 2-3 sentences to announce the sale.

I think hanging 33 green or red balloons 🎈 outside ALL THE STORES will visibly attract attention. Balloons are cheery and insinuate a party or celebration of sorts (experiential design).

IN CONCLUSION

By some miracle of God, if all the stores were completely emptied after this weekend, that would be a good thing. This means that the stores made \$10,000, 20,000 or 30,000 in sales. This money can be used to increase the FTEs and restock the stores. This also means that there funds are available for some light renovation while the stores are empty.

As promised, I am available to assist, sweep, clean, paint, help, motivate, install things like speakers and chairs for next weekend.

Thank you,

Have a nice day. 😊

Breuk