



How Will You Get
Anyone to Listen
to Your Story?

Marketing

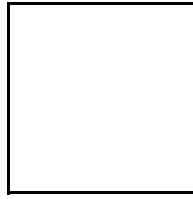
What if you threw a party and no one came? You can have a beautifully designed store with wonderful merchandise, helpful staff and a great location, but if you don't tell anyone, you may be sitting alone.

Tie all of the components together with a **MARKETING** plan that tells your story. Let Durand & Associates look over what you are already doing and make any additions, changes or deletions. You will be left with only the most effective components, saving you money and bringing more traffic to your door.

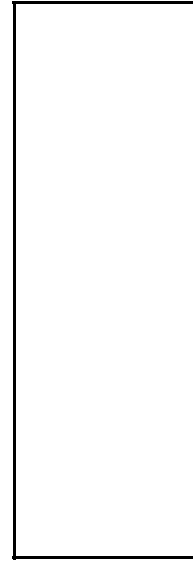
Less is More. Durand & Associates believes strongly in finding ways to create a "buzz" about your business without breaking the bank. Whether we're talking about in-store flyers, signage and shelf talkers that represent your story, or if you're looking for a professional yet unique newsletter or direct mail piece, we have answers for you. We can even get you started with a Web presence, or manage a Web site for you.

Durand & Associates can create your piece and you can print it and distribute it as you wish, or we can print and mail on your behalf. Either way we will help you to reach your customers and prospective customers in an efficient and effective way.

We're all in this together. Let's make it work!



What Are You Going to Sell Today?



**DURAND
& ASSOCIATES**

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**DURAND
& ASSOCIATES**

Durand & Associates is a consulting firm providing Practical Retail Solutions to the Garden Center Industry.

- Planning
- Sourcing
- Merchandising
- Marketing

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Planning

What is Your Story?

Often the most difficult part of running a business is creating and maintaining your **MASTER PLAN**.

Lots of consultants will come to your business, walk around, tell you what you need to improve, and then leave.

At Durand & Associates, we want to help you implement the suggestions we make, and we want to help you find the best way to continue to make improvements in your business.

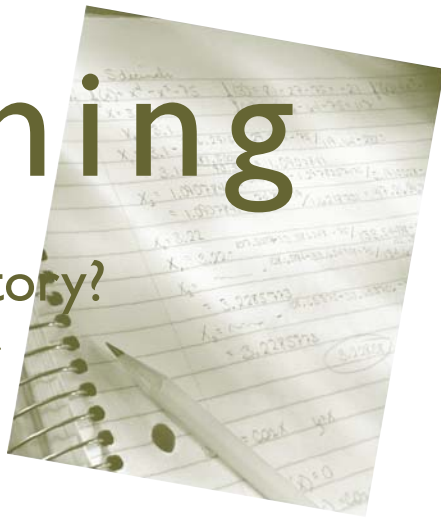
“That’s my story, and I’m stickin’ to it!”

We want to create a partnership with you so we help you grow and improve—whether that means we provide support over the

phone, through e-mails, or whether that means we come to you and work with you and your staff, side by side.

We want our clients to spend more time working **ON** their business so they can afford to spend time working **IN** their business during the times when business is booming.

Setting a strong foundation will allow you to be more flexible with your time, ease stress, and make it easier to handle the busy times. That will make your business a better place to work, and a friendlier place for customers to shop.



The merchandise you sell tells the story of your business. It must reflect your **MASTER PLAN**.

Shopping is an emotional process. Consumers don’t buy a product, they buy the way a product makes them **FEEL**.

As a retail buyer, you are also affected by emotion when you make the choices of what products to sell in your store. If you don’t have a **PLAN** when you attend Market, you will either

Sourcing

What Will You Use to Write Your Story?



leave with nothing ordered, or with too much of the wrong thing.

Negotiating with vendors, finding the best prices, and determining what the latest trends will be are all factors that can be frustrating for first-time and long-time buyers alike.

At Durand & Associates, we have years of experience in the field of retail buying. Our goal is to bridge the gap between vendor and retailer, creating strong relationships that will last.

Whether you need us to walk the showrooms with you, advise you on trends and what to look for before you go, or if you want us to do your buying for you, we are here to help.

Taking the time to make wise buying choices will strengthen your business in all aspects—your customer will be happy, your sales staff will be thankful, you and your buyers will experience less stress and best of all, your bottom line will improve.

Merchandising

How do You Plan to Tell Your Story?



All of the time, money and energy spent on a successful buying trip will be lost if your product is not displayed well. The perfect addition to our **SOURCING** solution is our **MERCHANDISING** solution.

Now that you have your merchandise, Durand & Associates will help you work with your space to create attractive, inspiring and most importantly, **SHOPPABLE** displays in your store.

We have years of experience in visual display and design. We also have years of experience operating and managing retail stores. We combine our practical sense with unique taste to create merchandise displays that will tell your story and increase your inventory turns.

Whether we advise you during the Buying phase or if we come in without knowing what you’ve purchased, Durand & Associates is able to help you create a look that will keep customers coming back.

If you would like to keep your staff busy working with your customers instead of changing out

displays, we can come in and reset your store for you.

If you would like your staff to do your store reset but you find your people lack that “certain something” that makes your displays **POP**, we can come in and train while working side by side.

Whatever your solution, we are here for you.

DURAND
& ASSOCIATES

“If you don’t know where you are going, any road will take you there.” Lewis Carroll, Alice in Wonderland