

Small Retailers Are Going Online For Advice

(NAPSA)—A new Web site is helping small retailers to live large. In order to succeed, small business owners know they have to offer their customers the same price, selection and service customers can get from the chain superstores.

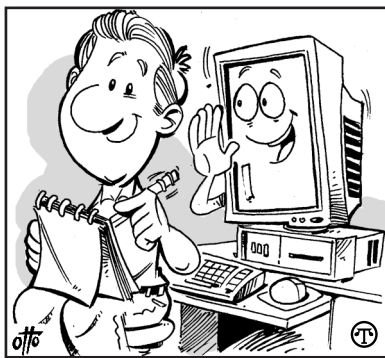
But small store owners also know that chain stores often get special pricing because they can buy goods in volume.

As a result, a growing number of small businesses are turning to the Internet for advice, a competitive edge and access to the same prices and products that large retail chains get every day.

For example, one site is said to offer a range of consulting services designed to help small stores succeed. Typically, visitors to the site represent a variety of small stores, including variety discount stores, gift shops, convenience stores and specialty boutiques.

The Web site provides free store layout plans, recommending the optimal merchandise layout. It also offers advice about the latest shopping trends and hottest selling items so store owners will have an idea what others across the country are buying.

Small store owners also have access to various proprietary technologies to create seasonal departments and marketing materials. On the home page, a free software program called PromoMaker will help a small business owner design a custom merchandise flyer in about 10 minutes.



A Web site is offering small retailers free advice and competitive wholesale prices on a wide range of products.

New store owners can even get a free computer if they open a new store that is stocked with merchandise from the Web site.

Also an online wholesaler, the site called DollarDays.com offers more than 20,000 high-quality products at prices small store owners can afford. Many prices are said to be very close to the price point offered the big retail chains.

About one-third of the products available on the Web site are product closeouts. Another third is seasonal or holiday in nature, which presents an opportunity for terrific value purchasing.

Small store owners can order their inventory from DollarDays at their convenience around-the-clock, eliminating the need to travel to trade shows or for frustrating phone calls to vendors.

For more information, visit www.DollarDays.com.