

BUDGET **STRETCHING** IDEAS

Smart Shoppers Score Big On Bargain Buys

(NAPSA)—Despite the shaky state of the economy, a recent Roper report found that more than 60 percent of Americans still plan to get what they need if they can find it for less.

According to the National Retail Foundation (NRF), most Americans have adapted their purchasing strategy to focus on price and value. Fortunately, a strict spending budget doesn't mean you have to sacrifice quality.

"Shopping on a budget is doable, if you know where to shop," says Laura McDowell, T.J. Maxx and Marshalls spokesperson.

She recommends off-price retailers, which offer smart spending options on fashion, home decor and entertaining items for half the price of other retailers.

By changing your buying strategy and shopping at off-price retailers, you can find the same high-quality, designer goods for 20 to 60 percent less, meaning you can really stretch your budget.

According to McDowell, shopping at off-price retailers is "about being a smart shopper and not having to sacrifice the designer labels you love while shopping on a budget."

Unlike other stores, off-price retailers are able to get fresh, new merchandise throughout the year.



Shopping at off-price retailers is a smart way to extend a budget without having to sacrifice quality and value.

When department stores and other retailers cancel orders, off-price buyers swoop in to take the merchandise for less and pass on the savings to shoppers.

For more information, you can visit www.tjmaxx.com or www.marshallsonline.com.