

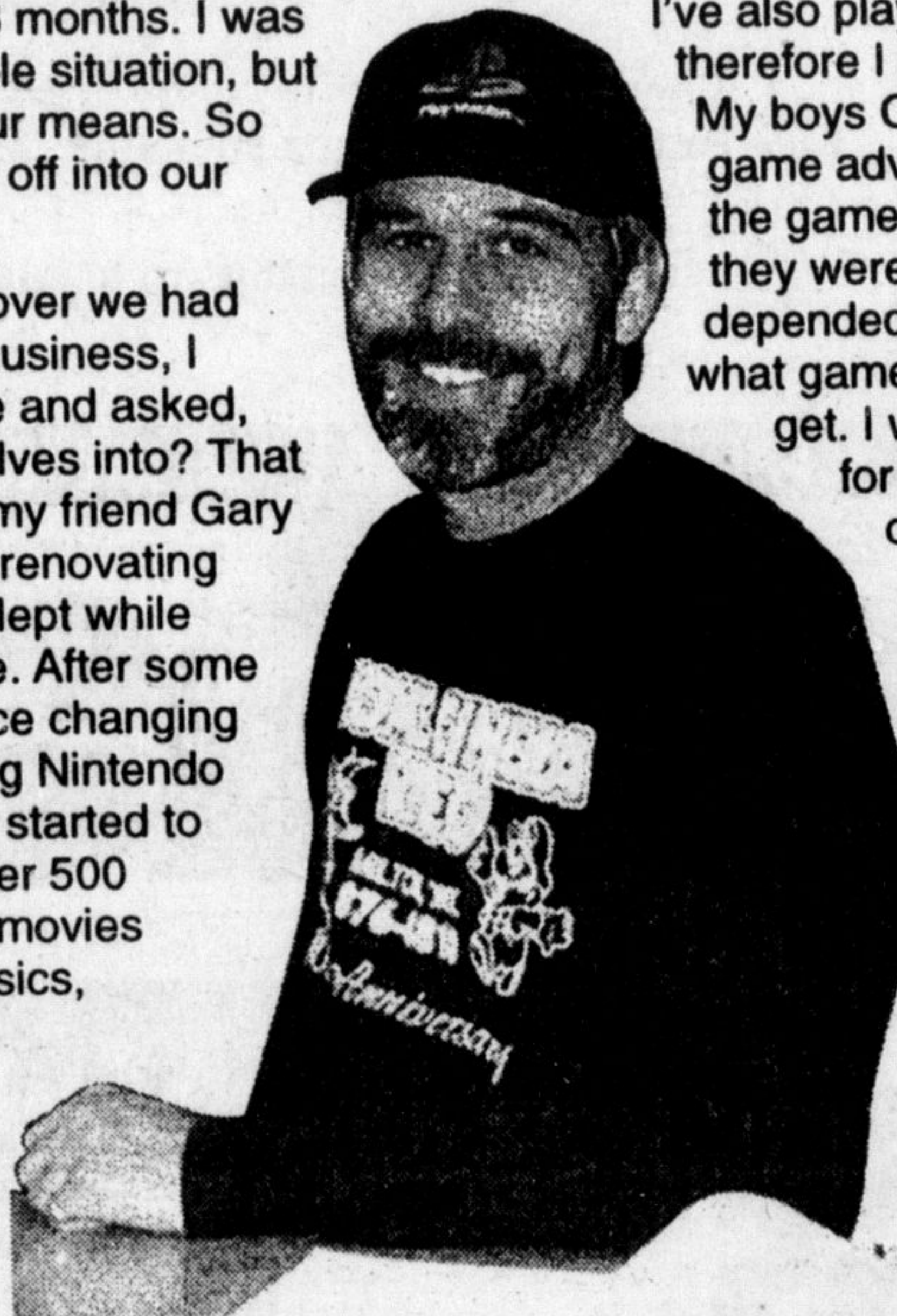
Milton Success Stories

HOME CINEMA VIDEO

At the end of 1988 I'd been working for an Auctioneer that worked with the Government. I had been working with this company for the past three years. The pay was good but the hours were not steady. Having a mortgage and a Wife due to have our first baby, I knew I had to look into something better.

My wife Leah saw a video store for sale in The Milton Champion. The store had only been in operation for 8 months. I was a little leery of the whole situation, but the price was within our means. So we decided to venture off into our own business.

The first day we took over we had only made \$36.80 in business. I looked over at my wife and asked, what did we get ourselves into? That night after we closed my friend Gary and I worked all night renovating the store. The next I slept while Leah worked the store. After some more renovations, price changing and getting into renting Nintendo & Sega games things started to look up. I changed over 500 movies to 99¢, these movies included Family, Classics, Childrens and Christmas. I also guaranteed any new childrens release (animated only) for 99¢. I started to rate my



movies on a scale of 1 to 10. If the movies had a yellow viewer approved sticker on them, I thought it was good. If it had a silver highly recommended sticker on it then I thought it was really good. No sticker means that I didn't like it. I've watched every movie in the store even the kids cartoons, although I must admit I didn't start watching the cartoons until my kids were old enough to watch them with me!

I've also played every game in my store. So therefore I also put stickers on the games. My boys Chad & Scotty are my technical game advisers. They let me know whether the game is good or not for kids. Before they were old enough to help me, I depended on my customers kids to tell me what games to get and what games not to get. I would like to thank all those kids for their help. Kids still give me a lot of advise on games and I appreciate it very much. Most of the kids that come in my store know me on a first name basis and I like it that way. I'd also like to thank all the employees I've had in the past 10 years. A big part of having a good business is having good employees. I picked my employees from customers kids. All I was looking for was trust, patience and politeness, the rest would come in good time. I must admit I was very fortunate in choosing great employees! They turned out

to be an asset to our business. I would like to thank them very much for their help. There names are: Jason Blanchard, Kara Kidd, Becky Osmond, Crystal Gildea and Janine Corbin.

I've been in business for ten years as of April 6/99. I'm not going to say that things haven't been tough sometimes, but you just have to take the good with the bad. With all the competition that's in this town it can be hard sometimes, but you just have to hang in there. Having dedicated customers and the lowest prices in town is a big part of my success.

Monday, Tuesday and Thursday my movies and games are only \$1.99 each and if you rent two the third is FREE! Wednesdays all movies and games are only 99¢ and we also reserve. Friday, Saturday and Sunday my movies are \$2.99 each but games remain \$1.99 each and the third game is always FREE. I also have a favourite flick section which includes my favourite war, western, sci-fi, horror and action films. These films are always \$1.99 each and the third is FREE. I also have over 500 movies that are 99¢ everyday.

Another part of my success is that my customers know that when they come in my store they get my honest opinion on a movie or game. Most stores when you go in and ask their opinion on a movie they'll say either "it did good" or "I heard it was good" or "I heard it was good". If a customer asks me if the movie is good or bad I'll give them my honest opinion.

In closing I would like to thank my mother Norma for her strong support and my wife Leah for working the store when ever I needed her. Also for her advise and support, and for just putting up with me all the time. I would like to thank my boys Chad & Scotty for their opinions on childrens games and movies. A very big thanks to all my customers for if it wasn't for you we wouldn't still be here!

Scott Mather, Owner Home Cinema Video



HOME CINEMA VIDEO "Lowest Prices in Town!"

10TH ANNIVERSARY
**THANK YOU
MILTON**

99¢ Wednesdays
Any movie or game!

Sun - Fri
Saturdays

Store Hours
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10:00 to 9:00

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\$ 219	\$ 279
34 TCW. (1/3 CT)	42 TCW. (2/5 CT)
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