

Advertising only one part of marketing

By Dave Chmara

"Advertising is only one part of marketing your business," said Brian Marvel, a Business Consultant with the Ministry of Industry, Trade and Technology (MITT) working out of Queen's Park.

Marvel conducted a seminar sponsored by the North Shore Business Development Centre and Futures Organization dealing with Marketing Your Business in Schreiber last Thursday.

Harold Wilson, a business consultant with the Thunder Bay MITT, said MITT can help a business if it is expanding, starting up or, "God forbid, going down," said Wilson.

Marvel said a business just starting up should spend 7 per cent of its gross sales on advertising during the first year. After the first year, a business should spend about 2 to 3 per cent of its gross sales on advertising.

Marvel explained the seven steps in developing a marketing strategy.

The first step is to set a goal or objective such as how much of a product you want to sell, how many clients you want or how much sales you wish to reach. Marvel said the goal must be measurable and that a time limit should be set for the goal.

He recommended the year be broken up into quarters so it's easier

to follow your progress. "You don't want to find out on December 15 that you're not anywhere near reaching your goal. You want to find out long before that." He also mentioned the goal should be realistic.

The second step is to research customers. Find out how much money they make, how old they are, how much money they spend etc... Once this is determined you will know how to develop an advertising strategy that will reach your market.

The third step is timing. Again, Marvel said to split your year into quarters and then it will be easier to schedule advertising and stocking of products. This way you'll be

able to anticipate peak and slow seasons.

Fourth, a budget must be set which relates to timing. By relating it to timing, you'll know when you need more money to stock goods for the peak season and for additional advertising.

The fifth step is to prepare emergency alternatives. This could relate to losing a supplier, an increase in competition or a number of other things which could adversely affect your business.

The sixth step is to have an independent review of your business and marketing plans. This person should be someone who was not involved in forming either of the plans and can therefore take

an objective look at them.

The final step is to monitor and adjust the marketing plan. Marvel said the marketing plan should be made only once, but as factors change (i.e. competition) it should be updated.

Marvel stressed the importance of following up on sales. He noted that 96 per cent of unsatisfied customers do not make their feelings known to the business. Instead, they will stop doing business and spread bad word of mouth to about 10 or 12 people.

If the person is extremely upset, the bad word of mouth will be related to 20 or more people.

Marvel said, "In a small town, you especially can't afford that."

Canada Post Corporation

Keeping our commitment in rural Canada

One of the most important parts of our commitment to rural Canadians is making postal products and services more accessible.

To help us do this, we draw on the resources and the expertise of local business. Where practical, we are approaching business people in communities across the country and offering them the opportunity to provide you with postal products and services. As a result, you can now buy postal products or services in more locations at convenient hours, often including evenings and weekends.

Real benefits for everyone

More outlets. The objective is to increase the number of rural locations where you can access postal products or services from 5,000 to 7,000.

More convenience. Retail postal outlets are conveniently located in businesses close to other services in communities across Canada. Longer business hours give you even more accessibility to postal products.

More business for local merchants. Local merchants are being given an opportunity to provide postal products or services. This strengthens their business through increased customer traffic, and maintains the business base of the community.

More efficient service. With local merchants retailing postal products and services, Canada Post Corporation is able to concentrate on reliable pick-up, processing and delivery of mail to Canadians.

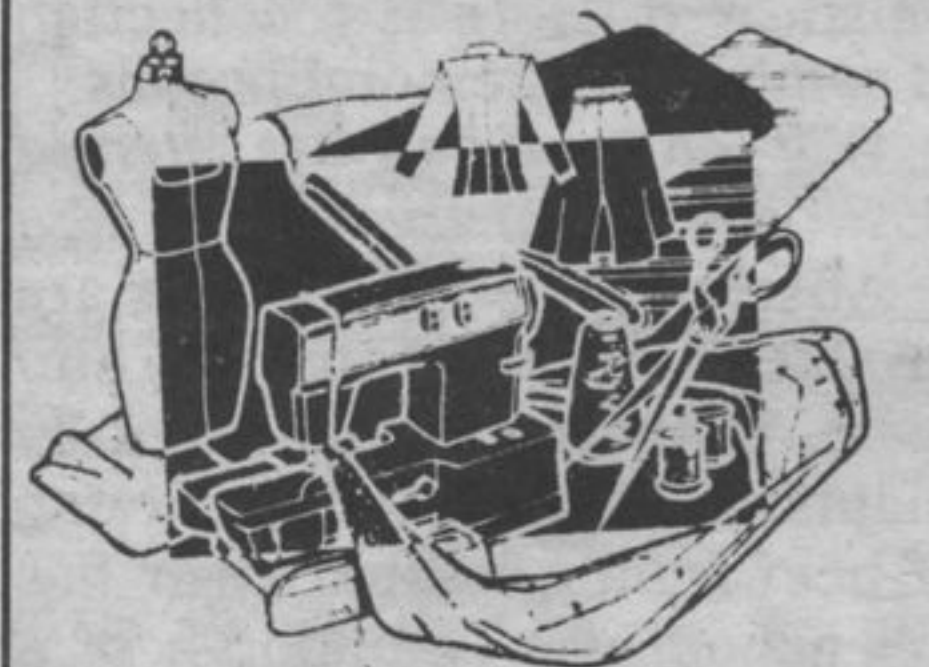
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We're in rural Canada to stay.*

MAIL  POSTE

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Our commitment: better service for you.

Sewing Tips



Wool, linen, cotton & silk are your 100% natural fibre fabrics.

These can also be blended by rayon, polyester, acrylic, acetate and many more!

You must watch out for some combinations! Stay away from "acetate" or make sure you "dry clean only" - so read your labels or ask your sales representative!


Make sure you have the right fabric for your pattern. Read your instructions at the back of the pattern envelop.

Note: The English side is quoted in yards, the French side is in metres.

1 metre is 39". 0.1 is 4" and so on!!!

Stay tuned weekly for more on your sewing needs! Brought to you by:

The Sewing Nook,
always here to keep you in the latest stitch.

 Ontario **MGS**
Ministry of Government Services **TENDER**

GENERAL AND CONCRETE CONTRACTORS

Tenders are invited for sidewalk replacement, M.N.R. Administration Building, Hwy #17, Terrace Bay.

Work also includes: aluminum handrails, masonry brick work and landscaping.

Job No. 178-MNR-67502

Tender documents may be obtained from: Ministry of Government Services, District Office, 500 Algoma Street North, P.O. Box 3020, Thunder Bay, Ontario P7B 5G5.

Sealed tenders will be received until 3:00 p.m., May 4, 1989 at which time they will be opened in public. **TENDER CLOSING IN THUNDER BAY.**

Note: For further information contact Miss C. McDonald Ministry of Government Services, Thunder Bay, Ontario Telephone (807) 475-1285. The lowest or any tender not necessarily accepted.