

Small Business News & Notes

Small Businesses Turn Lessons Learned From Big Chains Into Local Market Gains

(NAPSA)—Let's face it. Times are tough for local business owners everywhere. They're confronted on all sides by a tough economic environment, mega-sized shopping malls, and large national chains that are increasingly extending their reach into the traditionally small suburban and exurban markets they serve. Some small businesses are throwing in the towel, but an increasing number of them are taking lessons learned from the big chains and turning it into local market gains. Nowhere is this more apparent than in the fitness, health/spa, restaurant, hospitality, and consumer product segments of the retail industry.

"Local business owners can definitely use today's entertainment and communication technology to build their brand through the creation of unique in-store environments that invite customers to linger longer and buy more products and services," explains Greg Probert, Chief Executive Officer at DMX MUSIC. Probert knows what he's talking about because his company, DMX MUSIC, is working with more than 200,000 businesses worldwide of all types and size to design and install highly customized systems made up of in-store music, compelling visual imaging, and effective message marketing designed to create a unique identity for each local business that is sales-productive.

"The big chains learned a long time ago that the majority of today's shoppers are thoroughly influenced by the fusion of enter-



Small businesses can use in-store music/video systems to entice customers.

tainment and promotional messaging," Probert explains. "Chains like The Athlete's Foot, Nordstrom, H&M, Nike, Red Robin International, Gold's Gym, California Pizza Kitchen, Children's Place, Anchor Blue, Easy Spirit, Macy's, Abercrombie & Fitch, Pier 1 Imports, PacSun, and Victoria's Secret have already turned to DMX MUSIC to create completely unique in-store 'buying environments' that combine exceptional music and visual programming with customized audio/video systems. The result is that customers identify the stores with a particular favorable experience that makes them want to go back again and again. Now small retailers can do the same."

That's because DMX MUSIC has put together an in-market sales force that's dispersed throughout key markets across the country. Their entire mission is to meet with area business owners and then develop a cost-effective in-store entertainment and messaging system that's right for them. "DMX MUSIC selects the music, produces the messages and designs as well as installs the sound system. All DMX MUSIC systems provide complete management control, so owners don't need to worry about what's playing when they're away from the premises. It's completely turnkey for retailers and that's important because they need to focus on their customers' needs," Probert explains. "Make no mistake about it, these are not simply in-store sound systems. We create a totally unique environment of content and entertainment that reflects the demographics and lifestyles of our client's audience."

The in-market DMX MUSIC team is providing big results for a variety of small businesses including: Burke Williams, Duxiana, Panera Bread, Yankee Candle, Mark's Work Wearhouse, BD's Mongolian Barbeque, Gene Juarez Salon & Spas, Jamba Juice and many more.

Across the country and around the globe, businesses like these are benefiting from the management control, extensive communications options and cost savings that only DMX MUSIC can deliver.

To learn more, call 1 (800) 339-6526.