

BUDGET

STRETCHING

IDEAS

Retail Locations Where Every Dollar Counts

(NAPSA)—Instead of rummage sales and bargain basements, people are flocking to another spot where they can get more bang for their bucks: the dollar store. In fact, dollar stores are the fastest growing segment in retailing.

Chain superstores have long been able to take advantage of the trend toward dollar retailing because they can buy goods in volume and receive special pricing. In order to succeed, small business owners know they have to offer their customers the same price, selection and service as the big chains, but they have to search for the great deals that open the door to dollar retailing.

As a result, a growing number of small businesses are turning to the Internet for advice, a competitive edge and access to the same dollar store prices and products that large retail chains get every day. For example, DollarDays.com helps small business owners profit from the trend by offering the kinds of deals that enable small retailers to open dollar store departments in their businesses.

With just one click, visitors to DollarDays.com can order everything they need—from merchandise to shelving—to open a dollar store or a dollar department in their existing store. Products include gifts, hardware, clothes and baby products, candy, health and beauty aids and housewares.

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



More and more people are shopping at dollar stores.

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. 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, DollarDays.com offers more than 25,000 high-quality products at prices small store owners can afford. About one-third of the products available on the Web site are product closeouts. Another third are seasonal or holiday in nature, which presents an opportunity for terrific value purchasing.

Distributorships also are available for entrepreneurs to work with stores setting up dollar departments.

Small store owners can order their inventory from DollarDays at their convenience, around-the-clock, eliminating the need to travel to trade shows or spend hours on the phone with vendors. For more information, visit www.DollarDays.com.