

BRANCHING OUT

How to Successfully Grow Your Business

BY ADAM KING, ASSISTANT EDITOR

You will earn more money, create new challenges for yourself and have an avenue to keep your best employees happy.

At the same time, you will work longer hours, your problems will increase and you might lose some control over your business.

Opening a branch store can be all that and more, according to a recent focus group of home improvement retailers conducted by *Do-It-Yourself Retailing*. It's like finding a pot of gold in the middle of a hurricane—the benefits and risks are both present, and one has to decide if the positives outweigh the negatives.

Branching out allows retailers to grow their businesses in a way that a successful single-unit operation would have a much harder time duplicating, such as increas-

ing sales and profits, gaining market share and improving purchasing power.

Wholesale executives agree. They feel branching out should be a priority for their members, not just for the monetary benefits but also for the ability to survive big-box expansion by cornering their markets with a brand name.

"There's a shorter time span with all the competitors in the marketplace, and you have to be proactive in analyzing your market," says Brian Kimball, store development and real estate manag-

Continued on page 58

The new 500-pound gorilla in lawn & garden is really a mouse.

Egarden, the business-to-business lawn & garden link.*

Buy & sell products online.

Coming Soon—Wholesale Store!

SELLERS CAN:

- Sell surplus inventory
- Increase cash flow
- Establish a new channel of distribution
- Find new customers

BUYERS CAN:

- Comparison shop for better prices
- Find new and different products
- Save time with convenient, in-office access
- Take advantage of fast, one-stop shopping

To see what Egarden can do, visit our website at www.egarden.com

egarden.com
The lawn and garden industry's online marketplace

Auction

Wholesale Store

Classifieds

Industry News

Market Watch

Newsletter

* Not a consumer site. Restricted to registered businesses only.

CIRCLE 135 ON PRODUCT INFORMATION CARD