

Memo

To: Amy's Salon
Subject: Ideas we've found for furthering your business
From: Michael and Sharon
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What Harley Davidson Did That Applies to Many Smaller Businesses



Harley Davidson has a problem with its Target Customer Groups. Its primary customer is male and older. The problem is that the psychographics have changed: older men are slowing down and aren't buying nor riding as many Harleys. And a potential Target Customer Group, the younger rider, doesn't view Harley as "cool" enough. The result is 18 consecutive quarters of declining revenues. Not to be outdone, Harley is developing electric motorcycles, with cool new sounds that sound like jet engines!

How does this apply to you? Do you have a Target Customer Group that is fading for some reason? Do you have plans to phase in a new target group? Have you analyzed the buying patterns of that new group? Have you revised your products to meet those buying trends¹?

How to Succeed This Year



We constantly see advice posted all over the net. This advice, however, resonates with our own observations of what's working right now

1. Authenticity in customer service

Don't try to be everything to everyone. And be honest. It's why so many small brands are succeeding right now. Keep it human, avoiding the clichés customers have grown to mistrust.

¹ We do exactly this for you in our strategy You Roll Out New Products, available upon request.

2. Create an experience not a retail sale

78% of new millennial homeowners say they don't want to have the same brands they grew up with. They want better, cheaper, and no-nonsense belongings. No one knows your products like you do, so work with that and tailor your products to meet the new trends. Also, create a dialog with your buyers to make the entire experience rewarding to them.

3. Have it your way is a big trend

Customers want it their way, when they want it. So, customize things to the customer's liking to the extent that you can. And, adapt your operations so that your products are available faster, and even on demand².



The Forecast for This Year is Upbeat

Despite the mostly downbeat headlines about a decline in world growth, the data says otherwise. The global economy grew 3.8% in 2018, almost exactly what it grew in 2017. The forecast for 2019? 3.7%. This strong growth has its downsides, but those downsides are primarily in smaller countries, which depend upon low interest rates and investments from the outside. With a strong growth engine and higher rates prompted by the Fed's raising the rates (to keep our economy from overheating), the result is global

investments will pour into the US rather than the smaller countries like Argentina and Turkey.

Regards,

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² Our performance strategy Your Efficiency is Cutting Edge accomplishes just that.