



BEGINNING “NEW BUSINESS WITHIN”

Where are the opportunities in the Buying, Selling or Being in retail today:

The very opportunity exists because newsagencies are community based and they already have a huge footprint within that community.

BPA outline the changes and provide answers.

The changes:

The Internet:

The introduction and graduation of purchasing via internet has changed shopfront retail for many, some more than others.

Aging Population:

Massive retirement of aging population is changing purchasing habits and spending power.

Immigration and its part in Geographical Demographics:

Multicultural mix has definite influence on lifestyle retailing influencing the style and type of goods purchased.

The world and Local economy:

Low interest rates and the cost of living are changing consumer thinking. Their spending pattern is more social behavior is toward personal services and goods and fun for each other, their children and friends.

The Community is changing everyday Buying habits:

Work place changes, the cost of housing, two family incomes, additional child minding costs have re focused expenditure for families changing their buying habits of where to buy, what they buy and whether they shop net or store. The changes with underconsumption have all been gradual and transitional with most people using both as they adjust to what they want and where to get it.

BPA have created some outstanding results by improving both the services and retail sectors within the newsagency business. Find “new” profits from your community base by creating “**new business within**”.

Share examples on transitioning see www.bpbrokers.com.au/success

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