



HOW TO REBUILD *CUTOMER BASE !

POWER BY SONNY CHANG
BUFFALO PHOTO IMAGING

Consumers are saying !

“ Why in the world
would I want to
buy from you ?”



STRATEGY

Confidence Level & Trust

- **Out Fit**
 - a. Store Name. (D. Imaging Out store)
 - b. Store Look : New Look for your store.
Ex)Paint wall,New or Organize your display,more retail-items, Re-arrange your store.
 - c. Store Uni-form. (Polo Shirt with Your Logo)

Confidence Level & Trust

- **Capability**
 - a. Lower your out lab service.
 - b. Get in to digital now !
“Start with Mitsubishi Digital Today ! ”
 1. Do not think, People don't print digital image, you don't have Digital customer?
Or People printing at home.
“Get some new customers”
- Ex)business card,Use New Metallic Paper,Invitation,Greeting Card,Studio more...

Confidence Level & Trust

- **Expand your service area**
 - a. Studio, Photo Gift Item, Poster Print(Enlargement)
Ink Jet, Look for Local Photo Related Work.(Sport,School)
 - b. Used Your KIOSK System.
 1. Let the KIOSK Work with your Customer and save you & your Employee's time !
 - c. Cell Phone, B2B(Internet `eBay` `changphoto.com`)
Copy, Sign Business,
 1. Run Your Retail Store as Separate Business.

Confidence Level-UP/Business UP “ONE TIME QUALITY SERVICE”

- **Confidence**
“Somehow I can't believe there are many heights that can't be scaled by a man who knows the secret of making dreams come true. This special secret can be summarized in four C's. They are Curiosity, Confidence, Courage and Constance, and the greatest of these is Confidence. When you believe a thing, believe a thing, believe it all the way. Have the Confidence in your ability to do it right. And work hard to do the best possible job.”
- Walt Disney

MARKETING !

(How do I do it) **Simple !**

- **ABC** of Relationship & Communication
 - a. Partnering with your customers & your supplier.
" Talk to your customer."
 1. Ask many question.(film, battery, enlargement, "business up 30%" CD, frame, album, more)
 2. Little things mean a lot for you.
 3. Do it with their perception of your work.
 4. Do it once! But high quality & show what you did.
 5. Do things Free !

Relationships

- When you can't compete with the "Big Guys" on price, do it through value & Outrageously Successful Relationships.

- Ed Rigsbee

MARKETING

- **Promotion \$ Reward \$**
 - a. Multi pack film, Memory card, Ink Jet supplies.
Sell more & less margin !
 - b. Reward your customer & your store clerks.
 - c. Connect your store (internet)
lab+studio+enlargement+retail shop.
Ex) print 8x10 & get 1/2 off Frames or albums.
 - d. Use your Window 100% (It's Free !)
 1. Re-organize your Window Ad. Simple!
 - e. Tele Marketing & Direct mail Promo.
 1. Call your old accounts & find out what they need ?
 2. Do the target mail with your sample & flyer.

MAHALO !

THANK YOU !

