

Miniatures Marketplace - April 2000

WELCOME TO THE YEAR 2000

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Miniatures BY BARB

Well, here we are in the new millennium. Are we ready for this? Is the old way of doing business not working as well as it used to? If the same old way is not cutting it, shouldn't we be receptive to new and different ways of doing things. Maybe it is time to take a new look at the way we are running our businesses. Let us approach it as though we were opening our doors for the first time. Who do we want our customer to be? How will we attract them? What do they want?

Certainly our displays and advertising should not appeal only to the feminine collector. Showing some masculine themes might be a good place to start. How about showing projects that are still in progress in order to entice the customer into wanting to complete a project themselves. Better yet, work on the project right on the display floor of your shop. Let the customers watch and dream. How about a little less emphasis on the Victorian theme? Display some projects that show lives today. Help the hobbyist of today leave a miniature record of our lives for future generations. Wouldn't grandparents have a better chance of enticing a grandchild to participate in a project they could relate to? Picture a family coming into your shop because they want to create a room box as a memory of a special event or vacation. This would be similar to scrap booking, only in three dimensions. They can even use some of their mementoes from the occasion in the mini scene.

Let's start emphasizing the stress relieving benefits of our hobby. Someone who sits in front of a computer all day at work should find that planning and decorating a dollhouse can be relaxing and FUN. Decorating a room box can be a less intimidating project - it appears to be less time consuming and takes up less space. Finished room boxes can be used in the decorating of life size homes. They make unique display pieces. Using miniatures as decorating accessories in the home is very popular today. They don't even have to be in scale.

Listen to young people or those relatively new to our industry. These new business people don't know what "can't be done". They may not even know what the 80's and 90's way of running a business was. They don't know that certain things won't work. Therefore they forge ahead with a new twist. Their taste in design, home decor and clothing is different. Their ideas probably exemplify the tastes of the younger people, whom our industry had better attract if it is to grow.

We do have some new and young shop owners in our industry. They are doing very well - these young people are successful. Maybe their enthusiasm and willingness to do things differently are why they are successful.

Let's enter the new millennium enthusiastically.