

The Green Side of Black \$NEED

Getting your portion of that \$120 million Sleeping Giant of consumer power requires a well laid selling plan. And that selling plan means you have to know who you're selling to. Last week, we reviewed an outline of how to set up that business you've been thinking about. Identifying that selling audience that consumer -- YOUR MARKET, is the first and most important step in establishing your business.

Marketing Research, the process of defining who your customer is, and what he wants, is where your task as a businessman begins. It is the systematic and objective search for that customer. Marketing Research helps you identify the problems that may be involved in delivery of the product you're concerned with: the customer's need/desires, that are/are not being met; or problems in delivery of that good or service. Marketing Research will also help in making some of those management decisions down the road. The value of finding out who your market is, will also help maintain your communications with that market, which means you'll be able to keep up with those need/desires, as they change.

There are two steps in Marketing Research, and both can be conducted by you. The first step in discovering the who, what and why of your market involves looking at the business economic factors; sales and market performance; product research; promotion; channels of distribution; price research and testing the product on the market, depending on the product. All of this "research," looks more complicated than it is. With a little digging, observation and legwork, you can find all of these answers in relation to your market.

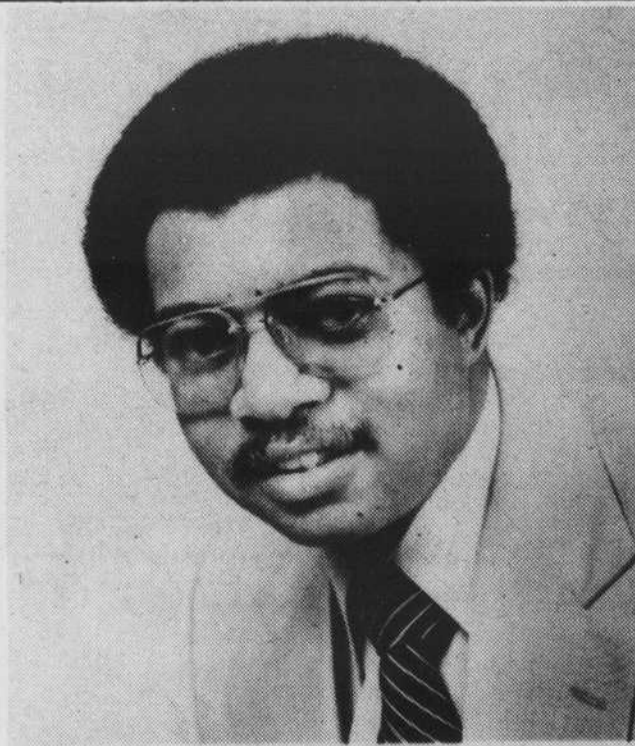
In looking at the business factors, there are several items to consider: First of all, look at the trend in the market -- what is the consumer buying? Are the present manufacturers meeting the consumer's needs/desires? Is there any variety offered in the product/service? Where could you locate your business for the best customer shopping advantage? Where is the business needed the most? How can you acquire the space for the business? Do you need to buy the land and build a facility, or rent space?

Once you've looked at the business factors, your next step is to look at the sales and market performance of your product. How much is this product/service needed by the consumer? Who would use it? (This point must be clearly identified.) Determine the method of sales (retail, door-to-door, wholesale) your product will utilize. You must also establish quotas (the number of people that will use your product within your identified market). The actual territory to be serviced by your business and the means in which you will reach the consumer is important, too.

Now that we have to deal with presentation of the product, or product research. This step involves developing the business idea fully, getting as many uses from the product as possible. And the packaging of the product, or cosmetic appearance of the business, must be considered as seriously as the previously mentioned business preparations. Pricing is another factor that must be analyzed in order to check the competition and salespotential of your product.

Now that you have established your primary research, next week we'll talk about how to use this valuable information in putting your business together.

Deadline proposed projects for OEDP revision extended from August 4 to 11th. Forms are available at SNEDC, 900 W. Bonanza 9-5 daily.



JOHN F. DIXON

Edward Lewis, publisher of ESSENCE magazine, announced today the appointment of John Frederick Dixon as director of magazine services.

In the newly created position, Mr. Dixon will report directly to Mr. Lewis and will be responsible for the overall operation of the company's research, sales promotion/merchandising and public relations departments.

A native of Boston, Mass., Mr. Dixon was formerly special assistant to the publisher and marketing research director for Black Sports magazine. Prior to that association, he was assistant product manager for Standard Brands, Inc., where he created and developed a test market plan for Chase & Sanborn Coffee and "Mr. Coffee" automatic coffee makers.

A graduate of Howard University and Columbia University Graduate School of Business, Mr. Dixon is also a member of their Alumni Associations. He holds membership in International House World and is a consultant and co-founder of RED-T Productions, a theatrical production company.

Over
40,000
Las
Vegans
read
THE
VOICE

EDITORIALS

NEWS
SPORTS

ENTERTAINMENT
LOCAL
HAPPENINGS

We've got it ★
★ all together

Note!

J. R. HOSKINS
876-6968
Licensed Bonded
House Painting
Painting
Snow White Roof
Preserve Shingles

WHOLISTIC HEALTH SYMPOSIUM

A Wholistic Health Symposium will be held Aug. 5 at the Moyer Student Union on the University of Nevada, Las Vegas campus.

Registration is at 9 a.m. Fees are \$5 for the general public and \$2 for students.

Sponsored by the UNLV sociology department, the symposium will feature three guest lecturers who specialize in nutrition, body awareness and spiritual development. Sessions continue until 4:30 p.m.

Wholistic health followers believe physicians of the future will give little or no medicine, but will interest their patients in the care of the body, mind and spirit.

"The wholistic concept of medicine is based on the physiological fact that the primary cause of disease is not bacteria or viruses, but weakened resistance brought about by man's own health-destroying living habits and physical and mental stresses," said Lee Ann Washburn, symposium coordinator.

The program begins at 9:30 a.m. with a presentation by Helen Rose McDowell, Las Vegas nutritional consultant. An author and lecturer, McDowell has worked with patients suffering with cancer and other degenerative diseases.

Stuart Heller, a Berkeley counselor and therapist, will give a talk on body awareness at 10:30 a.m. He uses physical movement, exercise and expression to "enhance energy flow and promote health."

Spiritual Unfoldment is the topic of an
CONTINUED ON PAGE 22 COLUMN 6

Jet Steam Carpet Cleaning

We do the average size home or apartment now at these low prices:

- Living Room--Dining Area--Hall--Only \$32.50
 - Living Room--Hall---\$25.00
 - Master Bedroom-----\$12.50
 - Other Bedroom-----\$10.00
- Additional charge for dressing rooms, bathrooms, extra halls, and dining rooms over 100 square feet.

Upholstery Cleaning

- 6' sofa---\$30.00
 - Love seats---\$20.00
 - Chairs---\$12.50 each
 - Sectionals slightly higher.
- All work done in your home.

Phone 648-1643