Appendix A
Buyers vs. Browsers

Customers in each market segment act in one of two ways: buyers and browsers.

Buyers are those who are prepared to make a purchase and are looking for the right item to buy. ***Browsers*** are those who may buy only if they find the item that fits their needs.

To support buyers, a commercial district needs ample and convenient parking; a large selection of merchandise; and service that supports buyer needs. To support browsers, a downtown commercial district needs available long-term public parking; well-designed merchandise displays; and service that is oriented to the comfort of the customer.

Businesses that serve ***browsers*** should be encouraged to cluster together.

A successful ***browser retail*** cluster will have:

- No interruption in the visual building line of the street;
- Storefront design features that are at a human rather than automobile scale;
- Merchandise that is oriented towards value rather than price.

A successful ***buyer oriented*** cluster will have:

- Low building density vs. the land area (strip malls, for example);
- Design features that maximize automobile usage;
- Stores that compete through niche specialty, price and selection.

Comparing Needs of Browsers and Buyers

Browsers *prefer:*	***Buyers*** *prefer:*
long-term public parking	short term, convenient parking
interesting streetscape	easy access
high value	low price
time to browse	immediate service
buying for entertainment	buying to fulfill a need
attractive store design	functional store design
fun displays	clear displays
unique selection	large selection
comfortable environment	clearly defined sections

Appendix B

Asking the Right Questions of Start-up and Expanding Businesses

The Tillamook Downtown Association can assist downtown businesses by providing information specific to downtown, such as demographics and visitor counts. This is different from a Business Assistance Team (BAT) or the Small Business Development Center (SBDC) in that it provides general information about the business environment downtown rather than specific business advice. The Small Business Development Center is an excellent resource for businesses needing specific technical or other assistance.

The following questions should serve as a checklist of details that every businessperson should consider as they embark on a new downtown business venture.

What are the **industry categories** of the business?
(Refer to *Downtown Market Analysis & Business Recruitment Made Easy* handbook.)

What **trade organizations** will support the business?
(Trade shows, product reps, training programs, published material)

What are the anticipated **gross sales** of the business?
(Annual gross sales divided by days open, sq ft, employees)

What are the anticipated annual **sales per square foot**?
(Refer to *Downtown Market Analysis & Business Recruitment Made Easy* handbook.)

What is the anticipated merchandise **turnover**?
(Annual turnover as an industry standard)

What are the anticipated **sales per employee**?
(Percentage of employee cost to gross sales)

What is the **cost of sales**?
(Defined as activities that create sales)

What is the anticipated **overhead cost**?
(Defined as all costs not related to sales)

Rate each of these business **values:**

Commitment:	_ high	_ med	_ low	How serious is the owner?
Passion:	_ high	_ med	_ low	Does the owner truly like the business?

Tenacity:	_ high	_ med	_ low	Are they committed for the long haul?
Understanding:	_ high	_ med	_ low	What he does vs. the industry?
Planning:	_ high	_ med	_ low	Is there a written, flexible business plan with long & short term goals?

How is the business **organized**?
(As sole proprietorship, partnership, corporation, LLC?)

To what extent is the business **customer driven**?
(vs. management driven)

To what extent does the business cater to **browsers?** To **buyers**?
(Does management know the difference?)

What is the **market area** for the business?
(Geographic market, tourist trade?)

What **demographic segment** is most likely to support the business?
(What is the life-style and age of customer? What percentage of the population?)

How will the business **position** itself in the market?
(What is the identity of the business to the customer?)

How will the business **market** itself?

•Image (How it presents itself)

•Advertising (Direct mail, print, radio, TV)

•Public Relations (This ranks higher than advertising)

What will be the strategy for **merchandising**?
(Value vs. price)

What is the **exit plan** for the business?
(Sell or close?)

Expanding Businesses should consider these questions:

What **training program** is in place for employees?
(Part of the cost of expansion)

What aspect of your business will be **replaced** in expansion?
(Will customers see the change as a negative?)

How will your **position** in the market change with the expansion?
(Will it feel like the business has closed and reopened?)

How will you **promote** the changes in your business?

What are the **positive elements** of the change?

Sample Survey

Your Opinion Counts! The City of Cornelius and the Chamber of Commerce are working to improve shopping in the Cornelius. Please take a minute to complete this survey and return it to City Hall, the Library, Hank's Thriftway, OR mail it to_____

SURVEY OF CORNELIUS RESIDENTS

1. Where do you do most of your non-grocery shopping (i.e.,apparel, home furnishings, sporting goods, etc)?

❑ Cornelius ❑ Hillsboro ❑ Mail Order
❑ Forest Grove ❑ Portland ❑ Internet
❑ Other (please name)_____

2. What is the primary reason you shop where you do?

❑ Selection ❑ Loyalty ❑ Service
❑ Convenience ❑ Quality ❑ Other (please specify reason) _____
❑ Price ❑ Familiarity _____

3. What types of merchandise do you think are needed and would be supported in Cornelius if they existed? (check all that apply)

Specialty/Merchandise Stores

❑ Arts & Crafts Supplies
❑ Beauty Supplies
❑ Books
❑ Cameras & Supplies
❑ Computers & Access.
❑ Glasses & Sunglasses
❑ Auto Supplies
❑ Gifts & Cards
❑ Luggage
❑ Pet Supplies
❑ Sporting Goods
❑ Electronics
❑ Music & CD's
❑ Consignment Shop
❑ Toys & Hobbies

Household Furnishings

❑ Antiques
❑ Furniture
❑ Appliances
❑ Linens & Towels
❑ Garden Supplies
❑ Hardware

Apparel

❑ Women's Casual
❑ Women's Business
❑ Women's Specialty
❑ Men's Casual
❑ Men's Business
❑ Men's Specialty
❑ Shoes
❑ Children & Infants
❑ Jewelry

Convenience Merchandise

❑ Bakery
❑ Groceries
❑ Pharmacy

Other

❑ _____
❑ _____
❑ _____
❑ _____
❑ _____
❑ _____

4. What services do you think are needed and would be supported in Cornelius if they existed?(check all that apply)

Leisure/Entertainment

❑ Restaurants
❑ Exercise Studio/Gym
❑ Nightclub/Bar
❑ Bowling
❑ Movie Theater
❑ Live Theater
❑ Swimming Pool
❑ Concerts/Live Music

General Services

❑ Appliance Repair
❑ Car Wash/Detailing
❑ Computer Repair
❑ Computer Training
❑ Day Care
❑ Gasoline/Auto Repair
❑ Video Rental

Personal Services

❑ Dry Cleaner/Laundry
❑ Hair/Beauty
❑ Tailoring/Alterations

Business Prof. Services

❑ Bank/Financial Advice
❑ Insurance

Other

❑ _____
❑ _____
❑ _____
❑ _____
❑ _____
❑ _____
❑ _____
❑ _____

❑ Outdoor Recreation:	Ex:_____	❑ Copy Center	❑ _____
❑ Indoor Recreation:	Ex:_____	❑ Pack & Mail	❑ _____
❑ Indoor Recreation:		❑ Legal/Accounting	❑ _____

5. In your opinion, what types of restaurants and eating places are needed in Cornelius and would be supported if they existed? (check all that apply)

❑ Bakery	❑ Chinese	❑ Family	❑ Pizza/Italian	❑ Other Ethnic _____
❑ Bar/Grille	❑ Coffee House	❑ Fast Food	❑ Seafood	❑ Other _____
❑ Brew Pub	❑ Deli	❑ Mexican	❑ Steakhouse	❑ Other _____
❑ Cafeteria	❑ Dinner Theater	❑ Fine Dining	❑ Tea Room	❑ Other _____

6. Currently, what are the major advantages of shopping or doing personal business (e.g. banking) in Cornelius?

❑ Convenient location	❑ Fair prices	❑ Know the store employees
❑ Friendly service	❑ Easy to find parking	❑ Other _____
❑ Support local businesses	❑ Less traffic & crowds	❑ Other _____
❑ Within walking distance	❑ Selection of goods/services	❑ Other _____

7. Currently, what are the major disadvantages of shopping or doing personal business (e.g. banking) in Cornelius?

❑ Poor appearance	❑ Inconvenient location	❑ Other _____
❑ Poor selection of goods/services	❑ High prices	❑ Other _____
❑ Lack of parking	❑ Limited hours	❑ Other _____
❑ Traffic	❑ Unfriendly/poor service	❑ Other _____

8. What can local merchants do to improve their stores?

❑ Improve appearance	❑ Promotions/advertise	❑ Improve safe access
❑ Lower prices/sales	❑ Expand store hours	❑ Other _____
❑ Improve selection	❑ Be friendlier	❑ Other _____

9. Indicate, by checking the appropriate number, how important each of the following is to you in making purchases.

	(1-not very important				→	*7-very important)*	
Convenience	1	2	3	4	5	6	7
Safety/Security	1	2	3	4	5	6	7
Low Price	1	2	3	4	5	6	7
Speed of Delivery	1	2	3	4	5	6	7
Product Selection/Variety	1	2	3	4	5	6	7
Customer Service	1	2	3	4	5	6	7

10. As Cornelius continues to grow and change, if you could keep one thing the same about the community, what would it be? _____

_____

_____

11. If you could change one thing about the community, what would it be? _____

_____

_____

12. What identity or image would you like to see Cornelius develop for itself as a unique community? _____

_____

_____

13. Please check your age: ❑ 14-18 ❑ 19-24 ❑ 25-44 ❑ 45-64 ❑ 65 or over

14. Please share any other comments below or attach a separate page.