



ECONOMY ON THE UP TURN.

Many retailers and wholesalers that we have been speaking to lately are definitely claiming that the economy is on the upturn, some are even claiming that the recession is over.

One of these companys is Trademart Imports, they are claiming their best year ever after 15 years in the business.

Mr Gleen attributes their success to meeting the market price. He says "our \$2 price range (retail point) has proven very popular with the retailers who have found that there is a much higher margin in smaller price points."

He has given the example of a \$2 stationary set that probably costs the retailer \$1, whereas a \$10 stationary set probably costs \$6. Trademart claims that the general public doesn't think twice about spending \$2. It is just a magic price point that turns very quickly.