



THE WALL STREET JOURNAL REPORTS - BRICK & MORTAR SALES ARE DOWN Find Out How TradeFirst Can Help Your Business Fight Back

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JOURNAL REPORTS
THAT BRICK AND
MORTAR SALES ARE
DOWN BY 6.7%,
WHILE ONLINE SALES
ROSE 11.8%.**

The 2015 holiday season, has once again proven that online shopping continues to be a dominating factor in the retail industry. The Wall Street Journal reported, that e-commerce sales rose 11.8% from Nov. 26 through Dec. 20, 2015, compared to just a year ago. Year after year, the online retail industry continues to grow, increasing pressure on physical stores.

While e-commerce continues to rise, brick & mortar businesses continue to see a decline in sales. The Wall Street Journal reported, that in the weekend prior to Christmas sales were down 6.7% at physical stores. While another source reported overall traffic at physical stores declined by 10.4%.

What does this mean for local small businesses? How does a local small business grow in this new age of e-commerce shopping? Small business owners have to not only compete with the online market but also with the big box stores. While online shopping offers instant gratification, and big box stores have many convenient locations. Small Businesses offer a completely different shopping experience; with products you can often only find in their stores.

Our focus at TradeFirst is to help grow the local economy and help keep Main Street strong. TradeFirst offers its members a variety of opportunities to grow their customer base and increase profits. Our concentrated membership of local business owners opens your store up to new customers you might have never had before. It also allows you to save cash on a variety of goods and services essential to owning and running a business.

TRADEFIRST CAN HELP YOU...

Increase Profits

1. Being a TradeFirst member creates opportunity for sales and new business relationships. These new opportunities will help your business continue to grow.

Expand Marketing

2. Not only do we have our own Advertising Department. We also have our own in house marketing department. We market member to member through a variety of digital and print mediums.

Gain New Customers

3. With over 10,000 card carrying members, we are confident we will bring new customers through your doors.

Reduce Inventory

4. We can help you receive better returns on excess inventory and other assets. Minimize or eliminate the losses from perishable goods.