

RICHARD GOTTLIEB'S

WHAT'S NEXT

TOPLINE SOLUTIONS TO YOUR BOTTOM LINE CHALLENGES



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Richard Gottlieb & Associates, LLC

provides business development services to the consumer products industry. Contact Richard today to learn more about his out of the box thinking and services, such as:

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A Note from Richard

Those who know me, are aware that I speak to a great number of business leaders and research many newspapers, magazines and websites regularly to get a feel for what's happening and what's going to happen next. This information is used to develop the monthly columns I write for various US and European magazines on the consumer products business, and to help counsel my clients and their businesses.

Some of you have asked me to share what I write as well as some of my sources. This bulletin is the result of those requests. If for any reason, you do not wish to be emailed a bulletin in the future, please email us back and we will take you off the mailing list (richard@usabizexpert.com).

Those of you who do welcome this information are invited to share your responses with me. Also, please let me know any areas that you would like to see explored in the future.

All the best,

Richard Gottlieb

Happier Holidays?

For new gift-giving opportunities, look south.

By Richard Gottlieb

Printed in Playthings, December 2006

There is talk of creating a National "Children's Day". This would be great for children. It would be wonderful for the toy business.

The challenge we confront as an industry, however, is how to accomplish this in a way that does more than simply put a few more dollars in a company's bank account and a few more gifts in child's toy chest.

[\[Click here to read full article\]](#)

What You Should Know

Grandparents spend \$30 billion per year on grandchildren. We need to target this demographic more aggressively

Boomers spend an average \$500 a year on each grandchild, which represents a \$30 billion per year manna for the toy industry who lures on this prosperous clients, as they own 70% of U.S. Wealth.

(Houston Chronicle, 11/5/06, "Toy sellers know who has the money: baby boomers")

[\[Click here to read full article\]](#)

Have You Read...?

The Art of Pricing: How to Find the Hidden Profits to Grow Your Business

by Rafi Mohammed

I found this to be the a great alternative way to go about determining your pricing. There really is not much out there on the subject of pricing so this is a welcome addition.

Review from Publishers Weekly

Mohammed's breezy, informal account of a range of pricing strategies takes as its starting point the realization that different "customers place different values on the same products." With this in mind, Mohammed (*Internet Marketing*) recommends a variety of strategies that will attract customers with different product evaluations and yield different profit margins. With emphasis on familiar consumer practices like quantity discounting, early-bird discounts and mixed bundling, Mohammed describes, for example, setting a high initial price to capture extra profits from early adopters, then reducing prices to attract other customers. Alternately, he notes, music and book stores "often take a contrary pricing approach" and give lower prices to their first customers. ... (Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.)

Richard In the News

During the height of the 2006 shopping season, media nationwide called on me to share my thoughts on different topics. Below are links to some of the stories that you may find interesting.

Toyland Tizzy

by Molly Woulfe, *NWI Times*

[\[Click here to read full article\]](#)



From the deadly to the duds

Christmas sees its share of toys that are no fun at all

By William Spain, *MarketWatch*

[\[Click here to read full article\]](#)



Toy Turnaround

Corporate Profile: Mattel

By Art Detman, *FTSE Global Markets Magazine*

[\[Click here to read full article\]](#)





When toys fail to tickle kids, it's no laughing matter

By Nedra Rhone

The Atlanta Journal-Constitution

[\[Click here to read full article\]](#)

