

Retail Spotlight

Penn Cycle Aims to Satisfy Clients

BY RAY KEENER

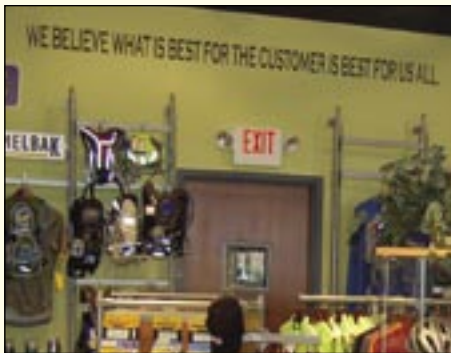
If you think all Trek concept stores look the same, you haven't been to Penn Cycle's newest location in Blaine, Minnesota. General manager Bill Randen explains why they went with the Trek concept for their seventh store and how they made it different.

"The whole industry is moving toward more focused inventories," Randen said. "With a new property, you can use all the tools Trek gives you. Because the Blaine store is about half the size [5,500 square feet] of our other stores, we had to be a lot more creative to make it all fit."

One Penn feature that's not part of Trek's concept are the customer promise statements on the wall. One says, "We believe what is best for the customer

is best for us all." The other says, "We build every bike we sell as if our reputation is riding on it... because it is."

"Basically, when customers are not satisfied, we try to do whatever it takes within reason to make them happy," Randen said. "It just does not pay to hold the line just because you're right."



Penn Cycle's customer promises are written on the walls of its Blaine store.

Every employee is allowed a \$25 wholesale allowance to make a customer happy without taking the problem to a manager.

"The slogans on the wall are also a reminder to staff of what we stand for,"

Randen added. "One question that should always be asked: What's it gonna take to make it right with you? Not everybody can be satisfied, no matter what you do, but you have to try."