



The

WELCOME EXPRESS REPORT

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★ Sponsor Spotlight ★



A visit to San Juan Capistrano's historic district would not be complete without a unique dining experience at Sarducci's Capistrano Depot. Originally built in 1894, the Depot is now home to Sarducci's, a local favorite for American and Italian Cuisine. Its brick archways and stone walls transport the diner back into history where aspects of the original design are still apparent.

Guests can choose from courtyard dining complete with trickling fountains and 100-year-old trees or small and private areas such as the Sitting Room with the fireplace or the Station Master room. In the Main Dining room, a large fireplace warms the atmosphere while the "wall of windows" look across the railroad tracks to the Los Rios District. Sarducci's is known for signature dishes such as Papaya-Mango Halibut, Shrimp and Rainbow Tortellini and Lamb Wellington. And who could turn down a decadent, delicious dessert of Molten Chocolate 'Lava' Cake, one of the luscious

cheesecakes such as White Chocolate Raspberry or Lemon Curd, the featured fruit cobbler, or a piece of Sarducci's famous Four Layer Chocolate Cake? Relaxing in this tranquil environment, one cannot help but feel a part of the history and culture of the Mission District. The train whistle heard in the background is a reminder of the city's humble beginnings and also a reminder that maybe, just maybe, it is time to rejoin the present. Sarducci's truly embraces the motto of San Juan Capistrano: "Preserving the past to enhance the Future"

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BUSINESS SURVIVAL SKILLS IN A SLOW ECONOMY

Bad News: The economy sucks. **Good News:** Now is the best time to grow market share for your product or service! Differentiate yourself from your competition with continual branding, prospecting & customer loyalty programs. In tough times, many companies elect to scale back on their advertising & promotion--some will eliminate it totally. That's the worst thing you can do: It is well-documented that companies maintaining or even increasing advertising during a recession clearly benefit vs. their cost-cutting peers. A down economy is also the perfect time to re-focus advertising & marketing efforts on targeted, trackable campaigns that deliver results.

Marketing Tips for Tough Times

- **Stay in the game:** Design an integrated advertising campaign that will drive consumers to a purchase decision. EX: Your prospects might see a magazine ad or gift certificate that sends them to a website, which in turn leads them to make a purchase. This approach generates sales in slow times & pays even larger dividends after the economy recovers.
- **Convince consumers to spend on you:** People still spend money in a down economy, but only if you convince them that spending their money with you makes sense on an emotional & practical level. In the absence of proactive marketing on your part, consumers' preferences, perceptions & desires for products/services will naturally drift to someone else who is being proactive in their marketing. This means you will have to spend more time, money & energy in the future to win them back
- **Emphasize price promotions vs. cuts:** Two-thirds of shoppers are more likely to use gift certificates/coupons during a slow economy. The resurgence of gift certs/coupons is a strong indicator of a trend toward price-specific promotion. Generate promotional offers -- avoid full scale price cutting, which can hinder your ability to survive & grow during a recession.
- **Market to newcomers & current customers:** Replace the 20% of customers you lose every year with newcomers, while working to upsell or resell your current customer base. Offer more services or product features. Reach out to the customers in your database with e-mail, snail mail or sales calls. Vary your tactics, so you maintain mindshare without wearing out your welcome.

Consider the manufacturing sector: They spend far more money on product research, development & promotion during slow times than they do during a strong economy. Why? Because they want to be shipping those new products during the good times, not developing them! They realize growing market share is best accomplished during slow times, when there is less competition.