

Profit Potential Seen in Furniture

A strong year in electronics at Miron Catalog Centers may have been sparked by sales of companion electronics furniture, according to Harold Rosenblum, general manager of catalog operations for Miron.

"Last year, TV 'furniture' out-sold TVs," Rosenblum revealed. "Because electronics furniture has one of the highest mark-ups — as high as 40 to 50% — the profit potential is greater than that on most other items, including high-ticket electronics equipment."

Like Miron, the Houston Jewelry and Distributing Co. is finding electronics furniture to be a dependable profit source, according to electronics buyer Tom Luke. In addition to the mark-up the furniture offers multiple sales-equipment plus the furniture to store it, Luke pointed



Buyer Tom Luke examines HJD's electronics furniture display

out.

"As more consumers add on to an existing TV with a VCR, videogames, etc., and then integrate it with a stereo system to create a home entertainment center, they are faced with storage problems," Luke explained. "Now, in addition to offering Gusdorf electronics furniture, we're taking on pieces from their new Status Pro Collection, which are designed to house combined

componentry for total home entertainment systems."

Both Miron and Houston Jewelry and Distributing have aggressive advertising programs, making use of local print and radio with a mix of spots promoting product, price or corporate image.

HJD operates two showrooms in Houston, TX., while both of Miron's units are in New York state.

Sharp Exec Sees Rebound in Mid-Fi

Paramus, NJ - The economic uncertainty and cautious business approach of 1980 should give way to renewed growth for the



mid-fi market this year, predicts Harvey Schneider Sharp Electronics Corp.'s national sales and merchandising manager for audio.

According to Schneider, this month's Consumer Electronics Show will be marked by a mood of new optimism in comparison to last June's CES, and should usher in a new year of growth for all mid-fi product categories.

"The cautious attitude of dealers at the June show and the concern over the economy has proven somewhat unfounded as the second half of 1980, generally speaking, has exceeded most industry expectations," said Schneider. Despite reports of the economic downturn hurting the mid-fi audio business, Sharp's experience has shown that mid-fi sales have remained strong, Schneider claimed.

Mid-fi product categories which Schneider expects to generate heavy sales in 1981 include radio/cassettes which retail from \$100 to \$500, tape decks which retail from \$100 to \$300 and rack systems which retail from \$500 to \$700.

Looking ahead, Schneider forecasts that the fastest growing

product category will be portable radio/cassettes, with total sales expected to rise from 1.5 million last year to 2 million in 1981. Industry-wide sales of mid-fi tape decks (decks with noise reduction selling for up to \$200) should reach 1.2 million this year, he predicted.



ATARI's vice president of marketing William Grubb (right) looks on as Bill Heineman discusses his victory at the National Space Invaders Championship. Nearly 10,000 entrants competed in several regional events; all used Atari's home version of the original arcade game.

Color TV Sales Up 21.3% in November

Washington, DC - Total United States market sales of color televisions to retailers continued their strong second half surge in November, increasing by 21.3% over the same month last year.

The increase pulls year-to-date sales ahead of 1979, when final industry sales were the second highest in history, according to the Marketing Services Department of the Electronics Industries Association's consumer electronics group.

Sales of monochrome televisions in November were up 16.5% from the comparable period of 1979, while video tape recorder sales increased 71.8% over the total of November 1979.

Coming in February
CES Wrap-Up