

NARDA RELEASES NEW 2011 COST OF DOING BUSINESS REPORT

NARDA, has once again, assembled the most accurate and comprehensive Cost of Doing Business Survey in years. NARDA has traditionally published this valuable tool once every two to four years; with last one covering the 2008 business year. Given the rapidly changing business environment these days, it was decided to complete another survey that focuses on the recent 2010 operational and financial results. This year's survey focuses primarily on independent retail in the traditional categories of home appliances, consumer electronics, furniture, bedding and product protection sales. Retailers with in house service departments were also invited to supply their results for this survey.

The NARDA Cost of Doing Business Report has proven to be the most valuable benchmarking tool for independent retailers over the course of the last several decades. Not only does this report offer retailers the ability to compare and improve their own businesses, but it also is an outstanding tool to be used by retailers to obtain favorable business financing options. This latest report is extremely detailed, especially when the results include several varied business profiles including; volume, number and size of retail stores and warehouses, product categories, number of sales associates, etc.

The 2011 NARDA Cost of Doing Business Report can be purchased for a new low investment of \$50 for NARDA members and \$150 for non-members at www.narda.com.