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Plaza Cameras looks to short-term solidity

Posted on:19/12/2013

By Martin Kovacs

The day-to-day and monthly outlook for Perth's Plaza Cameras are much the same at present, with trade proving unpredictable from one day of the week to the next.

Brad Kirk, Plaza general manager, is nonetheless happy with the current trend in the lead-up to Christmas that sees the camera retailer trading above where it was last year.

"We have a big push on Olympus and Panasonic, which are called micro four-thirds cameras, so that's where our biggest growth has been over the last year, that's for sure - that's where we're seeing it, is in our new micro four-thirds systems," Kirk commented.

In aid of this Plaza is currently running a number of promotions across both traditional and social media.

"We're doing a bit of a spend on our Facebook to engage with our clientele, and we're also doing local radio, 6PR radio, advertising, and offering 10% off our Olympus digital cameras, which only just started about two days ago," he commented.

Kirk observed Wi-Fi-enabled cameras are a technology trend currently popular with consumers, while on the accessories side of things GoPro continues to be popular leading on from the previous year.

"GoPro, which was a hero product last year, continues to be quite strong this year, with accessories for it," he commented.

"Probably one of the biggest brand name accessories we're selling are accessories for GoPro cameras - not necessarily genuine GoPro parts, but accessories for GoPro cameras."

As for his outlook leading into next year, Kirk is cautious, noting in the current climate there is little predictability in retail.

Following on from a quiet September and October, Kirk noted if "it goes back to that type of level in February, we're going to basically cut down our staff hours".

"Christmas we're on par to do the same as we did last year, and with a little bit of growth, so we're happy with that, and we've been doing nice days," he commented.

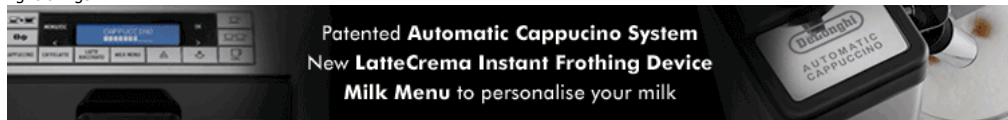
"For February we'll be re-looking at it and deciding what happens in February when it gets closer to it. We are spending money on advertising and trying to advertise, trying to do all the right things."



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Breaking News

Samsung initiates exclusive scheme for UK indies



Posted on:04/07/2014

UK: Samsung has launched the Home Innovation Partners (HIPs) scheme to support UK independents and improve their access to and supply of Samsung home appliance products.

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Olympus' Tizzone moves onto IDEA board



Posted on:04/07/2014

IDEA Australia (the Imaging & Digital Entertainment Association) has elected Olympus Imaging Australia, General Manager Joe Tizzone as a new Director effective immediately. Tizzone will also assume the position of Vice President, Consumer.

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Colourful US appliance character passes



Posted on:04/07/2014

US: Oliver L. "Ollie" Fretter, the colorful founder and president of the old Fretter appliance and electronics store chain whose zany commercials endeared him to a generation of US television viewers, died Sunday at his home in Bloomfield Hills. He was 91.

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Department stores hit hard by spending collapse



Posted on:04/07/2014

A collapse in consumer sentiment following the budget has led to a sharp decline in discretionary spending according to the Australian Bureau of Statistics (ABS). Its figures indicated that retail sales fell by a seasonally adjusted 0.5% in May compared to April, the biggest decline in 13 months, while April's figure was also revised down to a decline of 0.1% , the first fall in 11 months.

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Extraordinary growth for wearable devices despite recall



Posted on:03/07/2014

Research firm IHS expects annual shipments of all types of wearable electronic devices to reach 56 million units by 2018. In fact, it expects the global market for just the batteries that go into wearable electronics to grow tenfold in four years.

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Class action against Electrolux dryer-fire settles



Posted on:03/07/2014

US: Electrolux Home Products has agreed to settle a class action lawsuit regarding fires alleged to have started in some models of its clothes dryers. Electrolux denied that the dryers were defective and agreed to the settlement to avoid further litigation.

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Australia one of the world's most connected countries



Posted on:02/07/2014

A new report from global research consultancy TNS has found Australia is one of the most connected countries in the world, with Australians on average owning 4.8 devices and spending 3.3 hours a day online on personal interests, such as browsing, shopping, and entertainment, compared to 2.2 hours watching TV.

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Samsung unveils compact Galaxy S5 mini



Posted on:02/07/2014

Samsung has taken the wraps off its Galaxy S5 mini, a compact version of its flagship Galaxy S5 smartphone.

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July Aussie launch for Nokia Lumia 930 and 635



Posted on:01/07/2014

Microsoft Devices is launching its new flagship Nokia Lumia 930 in Australia this month along with its Nokia Lumia 635, both running on the Windows Phone 8.1 operating system.

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