

A Season for Small Businesses

How small businesses can
prepare for a unique
holiday season

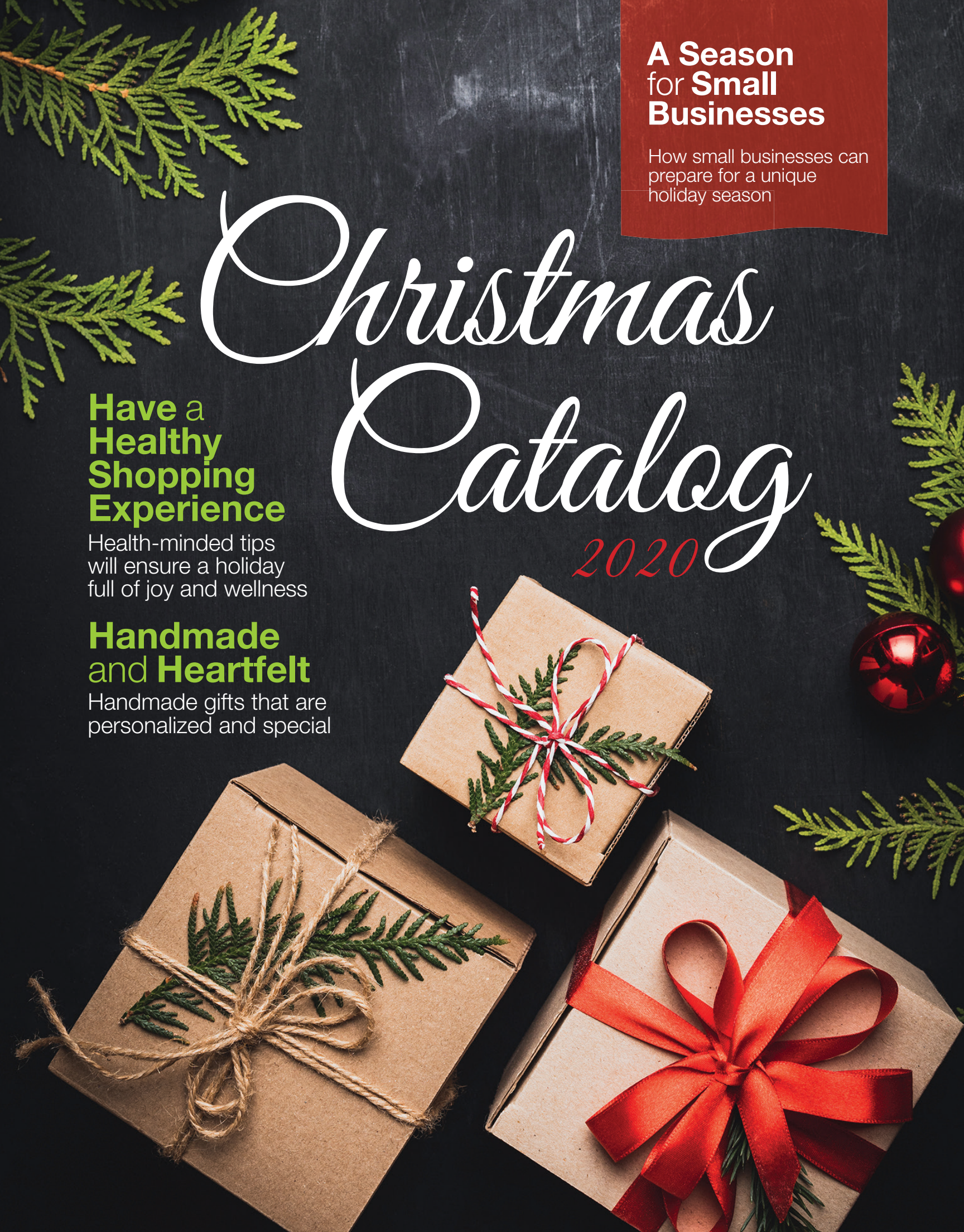
Have a Healthy Shopping Experience

Health-minded tips
will ensure a holiday
full of joy and wellness

Handmade and Heartfelt

Handmade gifts that are
personalized and special

Christmas Catalog 2020



Christmas Catalog

- 3 Have a healthy shopping experience
- 4 How to support small businesses this holiday season
- 5 How to prioritize shopper safety during the holidays
- 7 Homemade gifts are personalized and special
- 8 Promotional ideas for small businesses
- 9 Find time to shop for the holidays



The World's Best Christmas
THE HONEY BAKED Ham^{co}
starts with THE WORLD'S BEST HAM



Visit HoneyBaked.com for holiday hours

514 EMILY DRIVE • CLARKSBURG, WV
NEW POINTE PLAZA • 304-626-3600

THE HONEY BAKED Ham^{co}
\$5 OFF ANY BONE-IN
HALF HAM OR
WHOLE
BONELESS HAM

SKU 726666



5 00007 26666 4

EXPIRES 1/3/21. Only valid at participating retail locations. Must present at time of purchase to receive offer. May not be combined with any other offer. One coupon per person per visit. While supplies last. No cash value. Valid on purchase only. Not valid on gift card or gift certificate purchases

THE HONEY BAKED Ham^{co}
\$3 OFF ANY TURKEY
BREAST

SKU 726667



5 00007 26667 1

EXPIRES 1/3/21. Only valid at participating retail locations. Must present at time of purchase to receive offer. May not be combined with any other offer. One coupon per person per visit. While supplies last. No cash value. Valid on purchase only. Not valid on gift card or gift certificate purchases

THE HONEY BAKED Ham^{co}
\$3 OFF ANY HALF
BONELESS HAM

SKU 726668



5 00007 26668 8

EXPIRES 1/3/21. Only valid at participating retail locations. Must present at time of purchase to receive offer. May not be combined with any other offer. One coupon per person per visit. While supplies last. No cash value. Valid on purchase only. Not valid on gift card or gift certificate purchases

Have a healthy shopping experience

People are more conscious than ever about their personal health. In late 2019 and early 2020, the world was introduced to the deadly virus COVID-19, which spread across the globe like wildfire, requiring various changes to personal routines and daily life to help corral its spread.

COVID-19 is just one factor shoppers should consider if they plan to make healthful changes to the way they prepare for the holiday season. These health-minded tips can ensure the holidays are full of joy and personal wellness.



- **Shop online.** Avoiding crowds and busy places may be wise until a vaccine is developed. By early summer, many retailers were allowed to reopen if they implemented strict policies about workers and customers wearing masks and cutting store capacities by a certain percentage. Shopping online enables you to stay closer to home and have gifts either delivered or made available for curbside pickup. Many retailers, including small mom-and-pop stores, have implemented new e-commerce options to increase their online shopping capabilities.

- **Stay well fed and hydrated.** Marathon shopping sessions at the mall may get your gift list checked off, but you may feel ill if you don't eat and drink. Stop for a healthy snack, and drink plenty of water so that dry, indoor air doesn't contribute to dehydration.

- **Alleviate back pain.** Heavy bags, lifting, and inspecting items at arms length from racks or shelves and wearing a heavy purse can contribute to back pain. Minimize such movements to ensure a shopping trip doesn't end with some aches and pains.

- **Touch only what you plan to buy.** While the Centers for Disease Control and Prevention and other health organizations have said it is unlikely that people can contract COVID-19 from handling packaging, do not pick up products and put them in your cart unless you plan to buy them. Compare items with your eyes, not your hands.

- **Wash hands frequently.** Remember to frequently wash hands during shopping ventures or when returning from the store. In the absence of a sink, use hand sanitizer that's at least 60 percent alcohol to prevent the spread of germs.

How to support small businesses this holiday season



The holiday season is an important one for small businesses every year, and it figures to take on heightened importance in 2020. The outbreak of the novel coronavirus COVID-19 in late 2019 and early 2020 hit small businesses especially hard, with many being forced to close their facilities to customers in an effort to prevent the virus from spreading.

Estimates regarding the effects of the COVID-19 outbreak on small businesses varied, but many small business owners were forced to let go employees as they confronted steep declines in revenue. A ZenBusiness survey of more than 1,000 small business founders, senior managers and decision makers found that 37 percent of small businesses that employ between 11 and 25 people were considering laying off most of their workforce.

As small businesses face difficult challenges, it's no surprise that many consumers want to support locally owned small businesses this holiday season. Such support not only can help small businesses, but also can help to revitalize local communities.

- **Shop online.** Online shopping has traditionally been dominated by big box retailers. However, many small businesses increased their e-commerce capabilities to generate revenue. Shoppers concerned about shopping in person this holiday season should explore the delivery and curbside pickup options available at locally owned small businesses. Even businesses that have not traditionally been allowed to deliver, such as breweries and wineries, have been able to do so during the outbreak, giving consumers unlimited online shopping options.

- **Purchase gift cards.** Gift cards take the guesswork out of holiday shopping, and such cards are easily shipped or emailed to loved ones. That's a significant benefit during the 2020 holiday season, when delivery times are expected to be lengthy. Gift cards to local businesses simplify holiday shopping, support small businesses and help shoppers avoid potential delivery delays.

- **Share your experience.** Word-of-mouth is vital to small businesses at any time, and can be especially valuable as these companies try to overcome the challenges posed by the COVID-19 outbreak. Holiday shoppers can share their experiences with local businesses via social media. Share information about the lengths local small businesses have gone to in regard to safety measures, order fulfillment and their delivery and pickup efforts. Such sharing may compel neighbors and friends to follow your lead and provide vital support to local businesses in need this holiday season.

Small businesses are the backbone of many communities, and the holiday season provides a great opportunity to support such firms as they look to recover from a difficult year.



How to prioritize shopper safety during the holidays

Each November and December, many people direct their focus on the festive holiday season. While good intentions reign supreme during the holiday season, it's best that store owners and consumers alike pay attention to personal safety amidst all the hustle and bustle.

According to Dr. Janet Lauritsen, a professor of criminology and criminal justice at the University of Missouri, robbery and personal larceny increase around the holidays. In addition, retail crime increases by around 30 percent during the holiday season.

Business owners and consumers can keep these tips in mind so this holiday season is as safe as it is festive.

- **Shop trusted online retailers.** Many people shop online for holiday gifts, and this year the increase in online revenue may be pronounced as people continue to avoid crowds to protect themselves from COVID-19. Fraudulent online retailers and false charities prey on unsuspecting consumers. Consumers can patronize sites of locally owned businesses or larger retailers they recognize and use frequently. Verify that the site is encrypted by looking for the "lock" symbol in the address bar when you reach the payment page. If something seems off, avoid that site or reach out to customer service.

- **Be aware of your surroundings.** When you leave a store, no matter how big or how small it is, put your phone down and avoid distractions. Opportunists look for distracted people who may not see them coming.

- **Change routines.** If you always head to the store at a specific time or leave for work or school at the same time each day, think about altering your routine to thwart would-be criminals. This can throw off anyone who has been observing your patterns. The same tactic can be applied to someone working in a retail store, as private homes and consumers are not the only targets this time of year.

- **Don't leave items exposed.** At home and in the car, keep purchases or gifts hidden. This can reduce the temptation for thieves.

- **Invest in security cameras.** If you do not already have a camera on your home or business, now is the time to get one. Even doorbell cameras can deter crime. Porch pirates/bandits are individuals who steal packages right off of people's front porches. Porch Bandit Protection™ says the average value of stolen packages is \$140. Thieves may even follow delivery vehicles closely in order to grab packages minutes after they are delivered. Cameras can deter the criminals who commit these types of crimes.

It's time to step up on safety so this holiday season stays festive.

THE BOUTIQUE FOR EVERYTHING SPECIAL

WICKED SISTERS

CLOTHING BOUTIQUE

310 W Main St • Clarksburg
304-326-2249

Your Local Source For Brighton Handbags and Jewelry

❄️ **ALL Brighton CHARMS 50% OFF** ❄️

Check Out Our New Gift Department

- ❄️ Savannah Cinnamon & Praline Mix
- ❄️ Masks, Maskholders, Gloves & Sanitizer Gift Sets
- ❄️ Italian & French Soaps
- ❄️ Holiday Stocking Stuffers

Complimentary Gift Wrapping

SHOP LOCAL • SHOP SMALL • SHOP DOWNTOWN CLARKSBURG

Stumped on a gift? Give them a Winner



MannCave Distilling

***Some products are sold
locally at liquor stores**

**All products are
available at our
distillery**



681-533-1001 • manncave.com •  /spikeworld
851 Left Millstone Rd, Weston • I-79 Exit 105

Open Daily for Tours and Tastings

Hours: Sat. 10am-7pm Sun. 1-5pm • Mon.-Fri. 10am-6pm*

***Must be 21 and show proper ID for tastings & alcohol purchase**

Homemade gifts are personalized and special



2020 has been a year unlike any other. A global pandemic affected communities in every corner of the globe, and many people found they had much more time on their hands due to stay-at-home restrictions. That extra free time may have opened up the opportunity to re-engage with old hobbies or start entirely new ones. Such endeavors may have resulted in items that can make ideal handmade holiday gifts.

Crafting or engaging in other creative pursuits is a great way to pass the time and alleviate anxiety related to self quarantining. Katie Carey Levisay, a clinical neuropsychologist in Denver, said that crafting requires focused attention and forces a person to be completely immersed in the moment. For those who prefer to continue to avoid crowds until COVID-19 is in the world's collective rearview mirror, producing handmade gifts also cuts down on trips to shopping malls and other retailers.

Those interested in making handmade gifts this holiday season can consider these ideas.



- **Jewelry:** Most craft stores now have entire aisles dedicated to making jewelry. From earring posts and loops to necklace brackets and all the essentials in between, jewelry crafters can create something fitting for the special people on their lists.

- **Candles:** Candles add light, warmth and aroma to help a home feel cozy. With some basic components, such as a wax source, wick, tint, and scent oils, it's easy to make candles. Pour the wax into a favorite vessel, such as a mason jar or delicate teacup.

- **Handmade soaps:** Those who dabble in candles may want to parlay those skills into soapmaking as well. Soaps can be crafted relatively easy and packaged as part of the ultimate homemade spa package.

- **Oven mitts or skillet hand covers:** Gift that special home chef with custom oven mitts and a coordinating skillet holder for popular cast-iron cookery. An easy pattern, some durable fabric and some basic sewing skills are all that's needed.

- **Food:** Those whose talents lean more toward culinary than crafty can pour their holiday love into delicious desserts or tasty tidbits.

Handmade gifts provide an opportunity to offer personal and meaningful gifts that can make the holidays that much more special.



Promotional ideas for small businesses this holiday season

When the holiday shopping season hits full swing this year, small, locally owned businesses may find themselves in a unique position. The outbreak of the novel coronavirus in late 2019 and early 2020 forced many small businesses to close their facilities to customers in March. While that was devastating to many small businesses, such closures led many consumers to recognize just how vital a role these companies play in making their communities great places to live.

With that recognition in mind, many communities have rallied around their local business owners and encouraged residents to patronize them. Local business owners can further increase their chances to recover lost revenue by considering an assortment of promotional ideas this holiday season.

- **Turn dollars into donations:** Local charitable organizations also suffered during the COVID-19 outbreak, when unemployment claims rose and families cut back on spending in response to or in anticipation of layoffs, furloughs and reduced salaries. Small business owners can pay it forward this holiday season by running community-based promotions that promise a percentage of each

sale will be donated to a local charity. This is a win-win situation that can entice more customers into your store and benefit a local charity at the same time.

- **Offer discounts to repeat customers:** Small businesses thrive on repeat customers. A 2018 survey from InMoment, a firm devoted to helping businesses compete in the experience economy, found that 77 percent of consumers acknowledge having had relationships with specific brands for at least a decade. Such figures indicate the importance of sustaining long-term relationships with consumers, and business owners can reward customer loyalty by implementing a discount club. A coffee shop may reward customers one free coffee for every 10 cups purchased, while restaurants can reward takeout customers with free desserts or appetizers for every five meals purchased. Such rewards can attract more customers this holiday season and let loyal customers know just how much they're valued.

- **Encourage social media engagement:** Even if it's not possible to welcome as many customers into your store as it was last holiday season, the avenues to connect with customers are seemingly endless. Social media provides a great opportunity for small business owners to promote their products and reward customers who share their experiences via platforms like Twitter, Facebook and Instagram. Encourage customers to engage via social media by offering exclusive sales and discounts. Customers can then be encouraged to share their experiences with their followers, which is a simple and effective way for business owners to generate interest in their products and services.

Small business owners affected by the COVID-19 outbreak can employ various strategies to connect with customers and regain lost revenue this holiday season.

Find the time to shop for holiday gifts

The holiday season is a busy time of year. So many activities are packed into a relatively short period of time, and it is easy to become a tad overwhelmed by it all. Once Black Friday arrives on November 27 (or Thanksgiving evening for those who can't wait until Friday), holiday shoppers have less than a month to get all of their shopping done.

Planning, decorating, entertaining, and socializing takes time away from shopping. To find the time to get everything done — especially shopping — consider these time management tips and tricks.

- **Shop during off-peak hours.** The busiest times of the day for holiday shopping will be lunch hour during a business day and right before or after supper time. Wading through crowds can be time-consuming. Try to shop when the stores are more sparsely populated so you can get in and out faster.



- **Shop local.** Think about patronizing small, independent retailers. Not only will you enjoy customized, exemplary customer service, but the stores probably will not be able to fit as many customers as large chains. That means you can browse more readily and shop faster and more safely.

- **Schedule online shopping blocks.** Pepper your calendar with blocks of time devoted to online shopping. This way you can handle it without distraction and easily check people off of your list.

- **Delegate some tasks.** Pool your resources with friends or family members and divide up your shopping lists. Each person can be in charge of a different category of shopping. For example, if you are in charge of gaming gifts, buy all of these and then distribute them to whoever needed them. Delegating saves time and lets shoppers avoid rushing from store to store.

- **Take a day off.** While it may not be ideal to use vacation time for holiday shopping, sometimes it can be an effective way to check off a good portion of your list. Start early in the morning when the children are at school and visit as many stores as possible. Stow away those gifts until you have the opportunity to wrap them. Make the day of a little more special by treating yourself to a solo lunch or a midday meal with a friend.

The holiday season is one of the busiest times of the year. Finding the time to finish shopping and complete other tasks is challenging but possible.

Did you know?

A recent survey from the cloud-based voice and analytic supply chain solutions provider Voxware found that consumers were planning to change their approach to holiday shopping as early as June. The survey, which included 500 consumers in the United States and sought to determine how holiday shopping behaviors may be altered due to concerns about the COVID-19 virus, found that 76 percent of respondents intend to purchase more than half of their gifts online in 2020.

With that in mind, small business owners can work to build up their e-commerce and delivery capabilities so they are in a position to capitalize on a retail season that, while different, can still prove lucrative if it be, as 51 percent of respondents to the Voxware survey indicated that they expect to begin holiday shopping earlier than normal this year. In addition, 62 percent of respondents indicated they plan to purchase more stocking stuffers and last-minute gifts online. Small businesses can capitalize on that likelihood by offering free shipping on orders that exceed a certain amount. Such offers may compel consumers to more thoroughly pursue small businesses' online offerings as they look to find everything from big gifts to stocking stuffers in the hopes of earning free shipping.



*Make the holidays
sparkle with Caplan's*



Caplan's
JEWELRY STORE

304-269-2638 | 1-877-269-2638
159 Main Avenue, Weston, WV 26452