



The Pallet



Women and Businesses

How Does/Should the Marketplace Treat Women?



Tom Peters, the famous management expert who co-wrote *In Search of Excellence*, notes that businesses often fail to properly take women into account. As an example, he cites the long wait lines for the *one*, inadequate, women's restroom at large-scale events. Why haven't we figured something out by now? Why

don't businesses better accommodate the female gender? The restaurant pictured above does. This small family business has *two* adjacent ladies' rooms. How does *your* company fare in service to and sensitivity towards women? Surely, concern for women's important role in the marketplace can only help us.

How Do Women Influence the Market?

Perhaps you already knew that women play a significant role in home buying decisions and car purchases. But some other statistics may have escaped your notice. Marti Barleta (www.trendsight.com) notes that "Women make 80% of all consumer buying decisions and control at least 50% of business-to-business purchasing, too."

Now that you know, what can you do? 1. *Remember* women in your marketing strategies; 2. *Respect* their insights by taking their perspective into account. Finally, *remake/retool* whatever you have to in order to gain their respect for, and loyalty to, your company. This entails listening to their suggestions and acquiring insight into how they think and approach things.

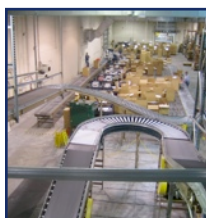


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