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Jour 207 Sec. 2

Feature

### Black Friday at Quiksilver

As the Thanksgiving football games and feasts begin to settle, a feeling of appreciation strikes afters spending the delicious holiday surrounded by friends and family. For some individuals, they begin to prepare for the infamous wrath of eager consumers. The Las Vegas North Premium Outlet, located on 215 and Charleston, will stay open for the next 48 hours. Of the stores, Quiksilver has very much prepared for the store that compels a sense of excitement and anticipation in order to get through the busiest day of the year.

The rush of saving money with “super” sales on Black Friday certainly appeals to the local consumers to engage in the madness. A few hours after Thanksgiving festivities, the largest shopping day of the year is set to start. Sales from 75 percent off to buy one get one free is what captivates people out of their homes and head to malls, outlets and department stores for the midnight rush. Some retailers begin their sale right on Thanksgiving day or wait until midnight for doorbuster deals on Black Friday. Crowds of people out and about, in the unruly hours of the night trying to shop deals and make the most of their money.

At Quiksilver, BF preparations actually start weeks before the Thanksgiving weekend. For store 813, planning commences at least three weeks before the big day. A store meeting with all management and associates is held discussing the important aspects leading up to the Black Friday sale. Fortunately, employees are compensated for discussing what is priority and what each associate’s role is during the time. The main points of the meeting are to determine what needs to be done and specific expectations from upper management.

Christian Marquez, 25, assistant manager for store 831, has worked for Quiksilver for eight years. Marquez has experience in handling with the Black Friday crowds and rowdiness. He is also in charge of creating the schedule charts for Thanksgiving day and Black Friday. A lot of thought and time is needed to strategically determine shift times, stations and breaks.

“Black Fridays are always unpredictable, I always try to put my employees in a position where they can maximize their potential,” said Marquez, “Scheduling is like fixing a puzzle and each piece has to benefit each other.” A key preparation for the holiday season is making sure the scheduling is feasible. The store’s main focus is to operate as smoothly as possible without any bumps, hiccups or complication. Scheduling as a main priority will reflect the assurance of employees that will contribute during the busier times, while managing their sections at the right times. This year, Marquez will be working the overnight shift from 12 a.m. to 10 a.m. Friday early morning, “It will be a rough time” said Marquez, “I have to hold my guys together when it comes to the later part of the night where it starts to slow down and all they can think about is sleep.” Motivation from upper management, to keep on moving, is one thing that can get the team through the night.

On Thursday, Thanksgiving day, the Las Vegas North Premium Outlets will be open at 9 a.m. all the way through Friday 11 p.m. Some employees will have the overnight shift, some will be there for 10 hours straight and some will leave and come back within the next day.

Lauren Felipe, 21, associate of three years, has her fair share of exhaustive Black Friday shifts. During her first year at Quiksilver, she worked the opening shift starting at 6 a.m. to 2 p.m. and was comfortable with her scheduling. Usually the stores slower time is typically earlier in the day when everyone is waking up from a long night. This gave her time to fix up her section and restock what needed to be replenished. This year she has been chosen to be the

overnight cashier, where she will be in charge of managing lines and the flow of the store overall. “It is a different feeling coming in at night,” said Felipe, “My priority is to efficiently flow consumers in and out of the store.” Register shifts are crucial to the store’s operation, especially during this time of the year, because of the amount of money that is transacted needs to be properly monitored. Cashiers must keep a sharp eye and remain consistent all throughout their shift. They have to be on top of items and sales for the whole store. They are the regulators.

Quiksilver’s preparations for this holiday weekend takes more than just management to get on track. Associates are hard at work, making sure everything is perfect. Preparation begins in store with stocking by stocking the shelves and getting all the shipment and transfers out quickly and efficiently. They await Black Friday to be the busiest they will see the store all year and in the strangest times. From the hours of 11 p.m. Thursday night to 3 a.m. is the anticipated first and biggest rush of consumers. Preparing for Black Friday means having a full inventory. Quiksilver carries three different brands in their store, which are Quiksilver, Roxy and DC Shoes. As a tribrand store they have to make sure they maintain the correct amount of products going into Black Friday. As a retail employee during the holiday season this company prides themselves in creating an opportunity to make the consumer happy, it is not all about making money but making a memorable experience to keep them coming back.

James Chu, 37, store manager for Quiksilver is no stranger to the rush of the holiday season. Chu has been the store manager of the 831 branch since September of 2004. His main goal of this Black Friday is to make sure everything goes smoothly and to beat his marker of last year.

“As a retail store you have to set goals and what we do is compare our numbers to last year’s Black Friday weekend,” says Chu. As a store as a whole Quiksilver looks at all the

numbers in what they can do to top last year. Looking back at what they have done before and setting the bar even higher, changing attitudes and working together and striving for greatness. Numbers don't lie and they set parameters for what a store can accomplish. Inventory is key to having a successful Black Friday weekend. Knowing what we have and where it is will make everything go swimmingly. We have new items that are on trend and will fly off the shelves. "I have a strong feeling that we will blow away last year's numbers," said Chu, "We are better than we were a year ago in every way possible, I believe in my team."