



Photo courtesy of Bravo Rentals

Celina, Ohio. "If a certain region is asking for larger frame and pole tents, research the rates, and if the purchase is justifiable, consider the investment. Depending on the market area, the return on investment can be completed in six to 10 rentals."

Customer demand is another element. When a store has a good feel for the market and has successfully done smaller tent projects over time, it can "work its way into larger projects that do require more equipment," says Brent Hogan, The Wright Group Event Service, Denver. "Really, it's a continuation of the smaller tent projects."

"Usually, it's all customer-demand driven," says Suzanne Warner, co-owner, Tentology, Surrey, British Columbia, Canada. "That could mean nobody in the market has anything and customers want it. Or, the market has lost a competitor, or the market has grown. People who live in a certain area learn more about renting tents and it becomes more trendy."

Either way, stores should base the decision on business-specific elements, rather than on keeping up with the Joneses, says Lara McCulloch, marketing manager, Regal Tent Productions, Stoney Creek, Ontario, Canada. "A business decision should always be centered around three key things: your business strategy, your competition's business strategy and your customer," McCulloch says. ▶ Page 54

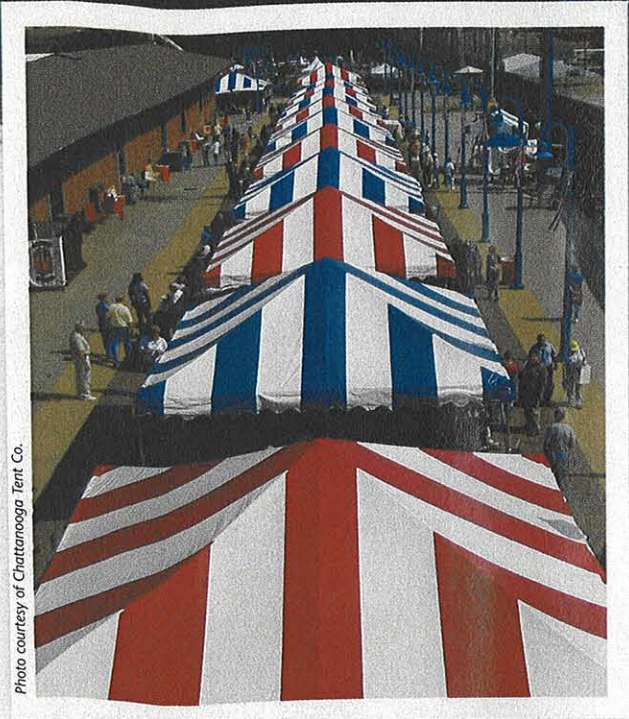


Photo courtesy of Chattanooga Tent Co.

ADVANCED From Page 51 support the rental of tents. It's important to note that larger tents may not always be the key. In some markets, having a large inventory of smaller tents may be more profitable than moving to the large tents."

"Study the market," says Rob Howell, Celina Tent,



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