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## Electronics, online sellers popular on Black Friday

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The big winners in Black Friday sales were electronics and online shopping, the International Council of Shopping Centers said Tuesday.

Andy Schepper, vice president of operations for Bloomfield Hills-based Summit Sports, which operates Skis.com and several other sports-related sites, said his company's sales rose by 96% on the Black Friday weekend compared with the same weekend last year.

"Our visitors were up by 35% but our conversion rate was up 70%," Schepper said, referring to the number of customers who actually purchase after visiting the site. "So people were buying, they weren't just tire-kicking."

Overall retail sales fell by 0.1% for the week ended Saturday as shoppers waited out retailers for better deals, according to the council's weekly chain store sales snapshot.

The week's sales were up by 3.1% from a year ago, but sales slowed from the 3.3% growth for the week ended Nov. 21, the council said.

For electronics, the big sellers over the weekend were flat-panel TVs, digital cameras and Blu-ray disc players, according to the Consumer Electronics Association.

Michael P. Niemira, the ICSC's chief economist, said consumers have completed roughly 42.2% of holiday shopping compared with 48.3% at the same time last year.

"This has negative implications for reported sales in November, but positive implications for December sales," he said.

Schepper said the sites are boosting sales without any discounting. It did offer free shipping on Black Friday for all orders, while it normally ships orders over \$99 free.

At AllUSAClothing.com, a West Bloomfield Hills-based company that sells only clothing and accessories made in the United States, sales tripled over the weekend compared with the same weekend last year. Co-owner Emma Zerfel said the site has a 10% off deal through Christmas day.

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