

## **Businesses to Target and to Avoid**

### **Creating Your Target Merchant List and Selecting the Right Businesses**

This list should primarily include your business clients and other merchants that your financial institution has strong relationships with within the community.

- Make a list of your top business prospects.
- Check BaZing for businesses already on the merchant network (app/website) before adding them to your list.
- Please note that all BaZing merchants must be family-friendly businesses.
- Merchants who sign up to participate in the program must provide an ongoing, exclusive deal unique to the network, which offers substantial savings for the customers.

#### **Businesses to Target**

- Gym/workout facilities
- Rock climbing centers
- Athletic stores
- Bed and breakfast
- Eyeglass shops
- Vitamin stores
- Ice-cream/yogurt shops
- Tanning salons
- Clothing boutiques
- Local restaurants (discounts on alcohol/drink specials require meal or appetizer purchase)
- Pizza/Italian eateries
- BBQ, taco, sandwich shops
- Automotive service centers
- Dry cleaners
- Hair salons/barber shops
- Children's clothing stores
- Bakeries, cafés, coffee shops
- Health/massage spas
- Bowling alleys
- Skate centers
- Arcades
- Family fun centers
- Golf course

#### **Businesses to Avoid**

- Big chain restaurants (unless franchise-operated and decision-maker is local)
- National retailers (i.e., Lowe's, Target, Walmart, Home Depot, etc.)
- Liquor stores
- Insurance companies
- Financial & Mortgage-related companies
- Lawyers
- Tobacco/Cigar Shops
- Gun and Knives stores
- Vape and Cannabis shops