

## **BREAKING NEWS: A NEW STORE IS OPENING IN THE BATTLE CREEK LAKEVIEW SQUARE MALL**

*The Battle Creek Lakeview Square mall* is adding an additional store to provide a boost to the local economy. The store is called *Seasons Greetings*. It will provide shoppers accessories to celebrate every holiday. If you need to buy a fake tree for Christmas, gather more pumpkins for Halloween, or buy a sweet gift card for Valentine's Day, this will be the store to go to!

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### **CUSTOMERS THOUGHTS ON THE NEW STORE RELEASE**

The people of *Battle Creek* are very fascinated about the newly released store. Some are thinking that the store uses up too much space in the mall, while others think that it adds a great touch. Although most of the customers say that the store is "**magical and spectacular**," others think that it needs more items that cater towards the less celebrated holidays like Cinco De Mayo and St. Patty's Day. Overall the products and accessories have been described by customers as "**unique, bright, and bewildering!**"

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### **OWNERS IDEA FOR THE GROWTH OF THE NEW COMPANY**

*Seasons Greetings* owner *John Marks* explains to the customers, during a soft opening, that he will be expanding *Seasons Greetings*. Originating in *Ohio*, and now opening in *Michigan*, *John Marks* has plans to open up additional stores in the *United States*. The most important thing for his business model is that he wants to *extend the playing field for more customers to shop and for local business values to rise*. *John Marks* explains that he has put all of his life savings into *Seasons Greetings* and with the **growth** of this business, to show anything is possible.