

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

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Customer Relationships:
building customer relationship, repeat business & referrals from them

Authentication:
authencity of antique items can be difficult bacause forgeries.

Appraisal:
Offering appraisal & authentication services to customer.

Restoration:
Restoring antiques can increase their value & desirability.

Storage and preservation:
Proper storage & conservation of antiques are essential.

Aging Demographic
Many collectors are older and attracting younger buyers can be a challenge.



Digital marketing:
Targeted online ad, emial marketing, social media campaigns etc.

Auction Houses:
Online bidding for allowing buyers to participate in auctions form anywhere.

Educational Content:
Podcasts, webinars & videos to share knowlege about antiques.

Historical themed events:
Events & exihibitions to engage with history enthusiasts.

Social Media:
Platforms like Instagram & pinterest to showcase items, promote business etc.

Collaborations:
Collab between antique dealers & other businesses like interior designers, decorators etc.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?