

## **Black Friday and the Internet**

By: G.C.Silva

Some people are still eating leftover candy from Halloween while others are looking ahead to Thanksgiving and football. However, what the retailers are already thinking about is the Christmas season. With stores like Home Depot, K-Mart, and Wal-Mart dedicated to getting their Christmas decorations out in the month of October this year, the race is on! The retail race for your business and hard-earned dollar before you spend it with one of their competitors.

Retailers know that most people have limited funds and will be watching what they spend more than ever this year. Stores will be enticing consumers with “The best deals around” and advertising this fact everywhere, especially on the Internet. People will spend according to their budget and if they think they are getting a good deal they will make their purchase. Even if later, they find the item a few dollars cheaper elsewhere, people will weigh the return process against already having already checked another gift off of their shopping list.

This year Black Friday is on November 27th 2009. On this day, retailers across the country will again be offering huge discounts on a large variety of products for shoppers to choose from. Most people wade through the advertisements in the paper on Thanksgiving Day planning out their shopping strategies. Some involve waiting in line overnight at retail stores to get the best “*door buster*” specials.

This year let the power of the Internet help you shop wisely. Some retail stores have websites that are matching the deals you get in person, while other sale items might be available only online. A lot of web sites are offering free shipping, gift wrapping, personalization, and other incentives to shop online so it is definitely worth a look.

Websites like [www.bfads.net](http://www.bfads.net), [www.blackfridayads.com](http://www.blackfridayads.com), and [www.blackfriday.org](http://www.blackfriday.org) are three good resources that gather all the Black Friday ads in one place. As of this writing there were already a number of “leaked” ads on these sites offering tremendous savings. Remember, some sales are released the day before Black Friday to keep people guessing who will have the best sales so check back often.

If you do head out to the stores on Black Friday you won't be alone. Use today's technology to your advantage. If you have an Internet capable telephone or other messaging device, use that to your advantage to see competitive deals on the Internet. Break up into teams of people and go to more than one store at the same time. Texting and instant messaging your friends and family that are out shopping will keep you in touch with what's going on in other retail stores during the busiest shopping day of the year.

Also, while out shopping, remember that Black Friday ads and "*door buster*" specials are a marketing tool to get the shopper inside the store to buy regular priced items too. Many times the sales items are in limited quantity and sold out by the time you get there. The store may have plenty of the next item at the regular price and count on you buying that. Also be cautious of purchasing an extended warranty for close to the cost of the actual item being purchased.

Utilizing today's technology to shop wisely makes sense and can save you quite a few dollars. Sometimes the best deals can be ordered right from the comfort of your own home.

Glenn Silva, owner of Fairhaven Computer Repair and HTE Computer Consulting+ has been servicing local individuals and businesses in the community for 20+ years. He is self-syndicated and his column can be read in numerous printed and online sources. He can be contacted at: [your-computerguy@comcast.net](mailto:your-computerguy@comcast.net).