

Walmart Opens Health Clinics

Discount chain experimenting with affordable primary care facilities

Healthcare. Dr. Walmart will see you now. The chain has recently opened four health clinics as part of a new test concept and expects to have a dozen clinics open by the end of the fiscal year. These innovative primary care clinics offer customers affordable healthcare services, including \$4 basic checkups for Walmart associates.

Omni-Channel. Kohl's is piloting a new program to buy online, pick up in store at approximately 100 stores this fall. Once successful, the pilot will be rolled out to all stores nationwide. The department chain will also introduce Puma products to its store in spring 2015.

Black Mascara. Forty-five percent of the prestige makeup that women buy is of the Estée Lauder brand. Estée Lauder's M-A-C makeup sells four products every second and is the



Larissa Faw
The Business Roundup

largest beauty brand on Instagram.

Gourmet Treats. Consumer want their red velvet cake mixes. Duncan Hines Decadent line now comprise 5 percent of all baking mix sales. Now, the brand is introducing Decadent Black and White Cupcake and Duncan Hines Limited Edition Summer Velvets.

Web Sales. Thirty percent of JC Penney's online sales opt to pick it up in store.

Oldies But Goodies.

Although the lineup for the U.S. Rock in Rio music festival taking place May 2015 in Las Vegas has not been announced, festival organizers strongly hint that it will feature the Rolling Stones. And the band is likely to first appear next month in Times Square to promote the festival. "What we can say is that in September, in an event that has never been seen in the United States, in Times Square, there's going to be an A-level talent and a great display of technology," says SFX's Bob Sillerman.

Learning Curve. Overall state funding for education is on the rise. The National Association of State Budget Officers, or NASBO, stated that, as of July 1, 39 states have called for increases in K-12 funding. This is expected to yield a net funding increase of approximately \$11 billion. NASBO also reports that fewer states imple-

mented mid-year budget cuts in fiscal year 2014, compared to 2013, reports Houghton Mifflin and Harcourt.

Outside Upkeep. People have been buying fewer walk lawn mowers and generators this summer, while they are purchasing more zero-turn mowers and pressure washers, says Briggs & Stratton.

Going North. Nordstrom is opening its first store in Canada on September 19th, and as part of the launch, the department chain sponsored a big breakfast that fed 50,000 people breakfast.

Raw Deal. Red Robin Gourmet Burgers kicked off its Burgers and a Movie promotion into what turned out to be the worst box office summer in eight years. Hence, the chain was not able to attract new guests as successfully as it did last summer. Still, Burgers and a Movie gift cards outsold last year's offering

by a factor of 2x, and its free ticket redemption continues to exceed industry norms.

Energy Upgrade. Low-income households are getting new appliances thanks to utility companies. What happens is that utility companies are subsidizing the power bill, and these people are running inefficient refrigerators that are old and not working properly. So, companies are giving them energy star-type appliances to cut down on their bills. While five to eight years ago, most of the interest was in new refrigerators, now with the water shortage and drought in the Southwest, there is a shift to give these people new front-load washers, says Appliance Recycling Centers of America.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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