



## RETAILERS READY FOR BLACK FRIDAY

By Dale Yurong  
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FRESNO, Calif. (KFSN) -- For some people, an extra helping on Thanksgiving may give them the energy they need to get through "Black Friday." But others will avoid the holiday crush altogether.

Retailers will be fully staffed for the masses which pour through the doors. Some will guarantee you get the item you need under the tree.

Many holiday shoppers were beating the rush - buying items before they disappeared from store shelves. Some people do their best to avoid the madness of "Black Friday." Veronica Sue hoped to be done before Thanksgiving. "I usually just go to the store. I can't wait. I want instant gratification. I want it now. I can't wait."

Most people feel that way.

An exclusive Action News poll conducted by SurveyUSA showed 39% of those polled had already started their Christmas shopping. 27-percent will start after Thanksgiving while 12-percent start in early December.

Crystal Beyer of Fresno will be home on Friday. She said, "Usually depends if family is here but usually we decorate for Christmas the day after Thanksgiving and stay away from the crowds."

Beyer explained the approach helped take the stress out of the holidays. Sue added, "The deals aren't worth the fight and the crowds. Not for me at least."

But the staff at Walmart in northwest Fresno was ready for its biggest shopping day of the year. Store manager Mike Buchtel said Walmart will ensure "Black Friday" shoppers don't miss out on their must-have items. Buchtel said, "We have our one hour guarantee which allows you to come into the store

*Image: Retailers will be fully staffed for the masses which will pour through the doors on Black Friday.*

between 6 and 7 pm and if you're in line you're guaranteed to either get that product or get a voucher that you can register to have the item shipped to our store to receive it before Christmas."

Buchtel expected shopping carts to be filled with TVs, electronics - especially games - and anything having to do with Star Wars as fans gear up for the release of "The Force Awakens."

The one-hour guarantee on "Black Friday" is available on select items at all Walmart stores.

But most of the items can also be ordered on-line beginning at midnight Thanksgiving day.

<http://abc30.com/shopping/retailers-ready-for-black-friday/1098327/>

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