

Goldwire's Out To Make LA'Nitta's Household Word

By Audrey C. Lodato
Post Staff Writer

LA'Nitta's Oil & Fragrances is a marketing venture begun by Ron Goldwire little more than a year ago, and already he has 40 outlets for his product.

Retailers all over town are selling LA'Nitta's oils and perfumes, which include the company's versions of such top names as Opium, Musk, Halston's, Polo, Oscar de l'Renta, Ralph Lauren, Chloe, Glogios, Night-Queen, Gucci, Obsession, White Linen, and Gray Flannel.

His standard vial retails for \$2. Goldwire admits that many people are out there selling the same product on street corners and out of cars, but what makes his service unique, he says, is the convenience, the economical cost, and the variety of fragrances.

His version of "Night-Queen" is his best seller for women, while Polo and Ralph Lauren are most popular for young men and Halston's for more mature men. Opium and Musk sell well to both sexes, he says.

One of Goldwire's goals is to have LA'Nitta's become a household word. "I want to have retailers call me, instead of the other way around," he states.

His first outlet was West Boulevard Grocery. "It went so well that I went around to other stores," he says. "Because it's a new product, I leave it on consignment. I try to give my stores good customer service," he adds.

West Boulevard Grocery is still his top-selling retailer. Some other locations where LA'Nitta's can be found around town include J's Kwik Stop, 2-Way Gas, Plaza Pharmacy, Biddleville Pharmacy, Red Ball Discount, Graham St. Superette, Galaxy Discount, Betsy Bounty, Bob's Discount, Black World, McComb's Barber, Special Touch, Tyson Groceries, Pharr Groceries, Pemberton's, J. Wig, Quik-N-EZ, Kay's Discount, South Side Grill, Skip's Mini Market, Style Setters, Little Hornet, Filler-Up, Ti-Sun, Earle Village Grocery, Center Street Grocery, Tee-Wee-Discount, Rozelle Perry Grocery, Midtown Mart, Henny-Penny, and Jet Gas & Co.

Besides his Charlotte retailers, Goldwire has several stores in Winston-Salem selling for him, as well as some individuals. He's thinking about expanding to Philadelphia, where he has family.

The thoughts behind his marketing, says Goldwire, is "a product that's economical and geared to the



Ron Goldwire proudly displays his year old product which has gained rapid popularity in Charlotte.

common person," who may have an extra two to five dollars in his or her pocket.

Goldwire is in no way reticent about his ambition. "I'm looking to be a millionaire one day," he states. "I plan on being the first Goldwire to have a million dollars so I can leave something for my kids to pass

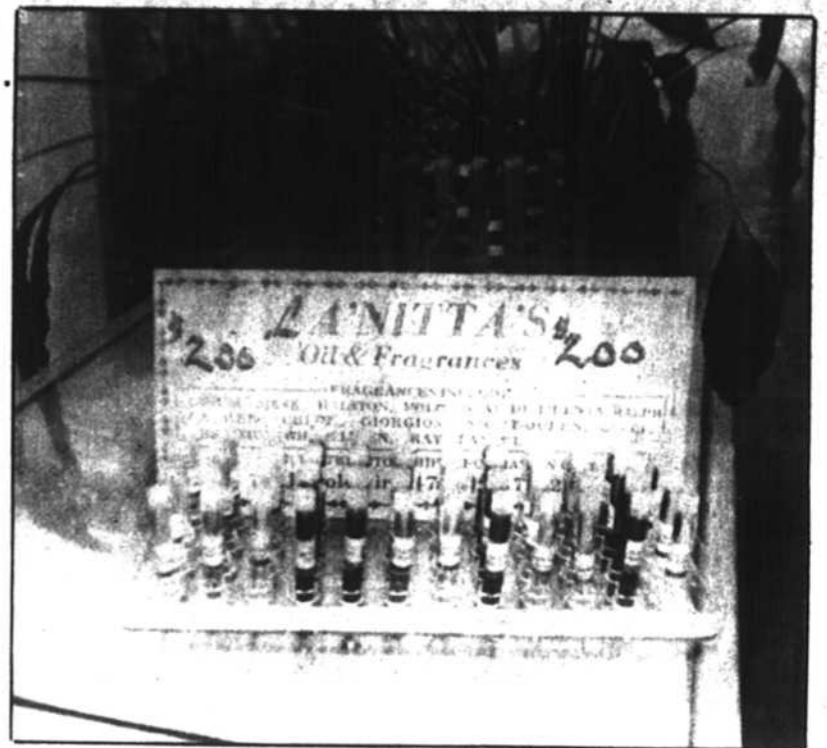
on to their kids, so we will always have money in the family."

Goldwire has two children, daughter LA'Nitta, 11, and son, Quincy, age nine, who has asked what his father is going to name after him. Goldwire says he's working on that.

Goldwire is employed by Colwell

Mortgage Corporation as an account representative. He's also attending CPCC's real estate program. "I'm going for my broker's license," he reports.

Goldwire invites anyone interested in distributorship possibilities to call him at 704-537-8203.



Pictured above are La'Nitta's Fragrances which are replicas of famous designer perfumes like Opium, Halston and others.


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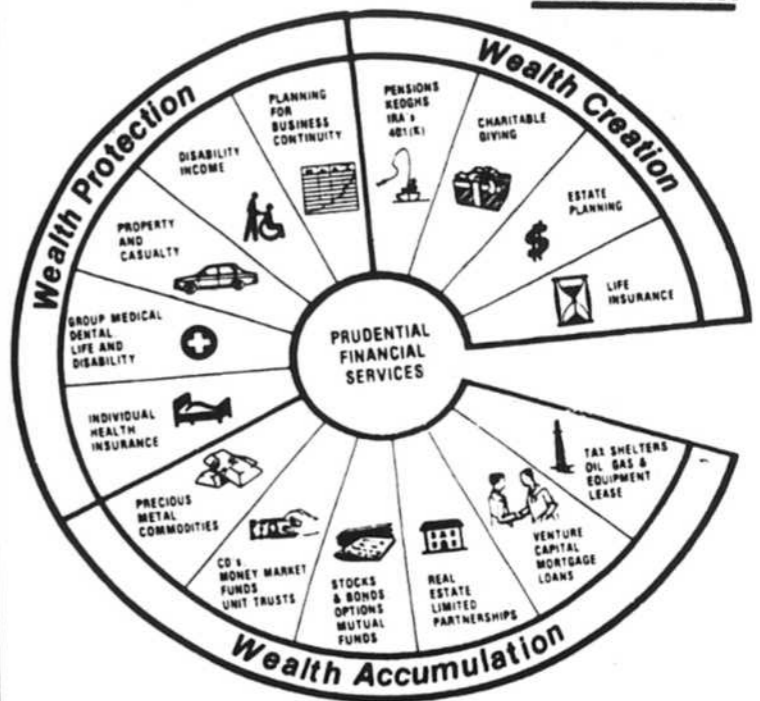


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