

An eye for detail leads to a 'Unique' business

■ **Shelby Township businesswoman is a voyeur ... of businesses, that is!**

Diane Corrigan, who owned and managed You Have It Maid, a successful commercial and residential cleaning business for more than 18 years, has found that lack of attention to small details can profoundly affect a business's image in the public eye.

"I am a voyeur of every business I enter, noticing the little and not-so-little details," said Corrigan, a former restaurant and nightclub owner. "I believe that the public judges an establishment on every detail in areas of cleanliness, decor, restrooms, interior and exterior appearance. In turn, these factors affect a consumer's desire to buy goods or services from a specific business."

She believes that the judgments she and others make about the quality, reliability and qualifications of a business are often based on its image. As a result of her observations, she surveyed 200 business professionals, who agreed with her ideas about business image and the need for a consultancy service. Using her research and detail-oriented business sense, as well as past experiences helping You Have It Maid clients improve their business image, Corrigan formed Unique Critique LLC in 2002.

Unique Critique is more than just a business for Corrigan - it's a conviction that drives her to make everything she touches evoke the image of the very best. "She is ...

a very detail-oriented person with the insight to evaluate what needs to be done to enhance the appearance and also the qualifications to ensure that any visible impression is beyond reproach," said Donald Chinn, founder and CEO of Ultimate Precision.

"I truly believe that you really don't have a second chance to make that great first impression," Corrigan explained. "Unique Critique acts as your business's advocate, the public's eye and your service company enforcers, so that you will make a positive first impression every time a customer walks in."

"I have known Diane for over 25 years since she was an owner and manager of a restaurant, before the startup of her cleaning service. I have known people and companies that she has worked with over the years," said Frank A. Borschke, CPA and senior partner of Doeren Mayhew and Co. "She comes with my respect and recommendation."

When Corrigan considers today's competitive business environment, she sees a business's image as just one more tool to succeed.

"Whether they know it or not, a business's image communicates a lot to a customer," said Corrigan, a member of the Association of Professional Consultants. "For example, giving attention to the quality of your parking lot shows customers that you care about their safety and comfort."

The possibilities for Unique Critique are limitless, according to Corrigan. She envisions a vast array of businesses and

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industries that would benefit from a business image consultation, including medical facilities, hotels and conference centers, restaurants and banquet facilities, private clubs, entertainment venues, education and training facilities, and senior housing, among many others.

"I don't just want your business to make a good first impression," Corrigan said. "I want it to make a great impression that will bring customers back time and again."

Corrigan invites business owners to contact her regarding the services provided by Unique Critique. All inquiries are kept confidential. Contact Diane Corrigan, President, Unique Critique, LLC, at (586) 254-4445 or www.uniquecritique.biz.