

THE WOODWORD

NEWS & INFORMATION FROM THE WOODWARD AVENUE ACTION ASSOCIATION



Entrepreneurial Spotlight: Chris Ramos

In less than a year, a young entrepreneur found a way to connect suburban adventurers to the beat Detroit nightlife and Detroiters looking for something different to the vibrant neighborhoods to the north. **Chris Ramos** has

taken his business, the **Night Move**, from one green powered shuttle to two with a demand for a third in less than 12 months. What's his trick for such tremendous growth? Simple, find unique ways to serve your guests while delivering uncompromising service and collaborate with other businesses when it makes sense.

"The whole idea behind the development of Night Move was centered on developing partnerships with other businesses where we both can grow. People won't ride the bus if they don't know where to go in the suburbs or Detroit and there are a lot of great things happening in our region. It's the Night Moves job to help fill the gap and get people exploring both parts of our region. We want to try and bridge the gap between the suburbs and Detroit" said Ramos. And grow it has with businesses like **Google, Moosejaw** and **Rock Financial** coming on board with deals to help their employees explore the area where they work through corporate partnerships with the Night Move. Other businesses that have benefited from working with the shuttle company include **Mosaic, Fifth Avenue, Mon Jin Lau** to name a few who offer discounts to passengers. This marketing tool has resulted in increased sales and brand awareness for participating partners.

In May Ramos responded to increased demand by adding a second bus which has allowed him to offer more customized services. "Now we are able to do everything from work with companies like **Tasteful Tours** to do a variety of culinary tours that always sell out to special event shuttle service" This month the Night Move is continues it's expansion with a partnership with the **Post Bar** chain. He will be providing shuttle service for Pistons home games from the Post Ferndale to Post Auburn Hills complete with drink tickets for both bars. While most business don't even survive the first year what makes the Night Move successful? "I never pay for what I can do myself, I'm persistent in networking with other businesses and I follow through on everything no matter how small an issue it may be." said Ramos.

The
Night
Move

To book the Night Move for your next corporate event or for more information on corporate partnerships please call 1-888-60-Night.