

Thirteenth Edition

# Retail Management

A Strategic Approach

## STRATEGIC PLANNING TEMPLATE

**Please enter your analysis directly into the template below. By doing this, you will be developing a complete retailing plan. Good luck!**

**Brief Description of Retail Business:**

**1. Situation Analysis**

- Current organizational mission:

- Current ownership and management alternatives:

- Current goods/service category:

## 2. SWOT Analysis

- Current strengths:

- Long-term strengths:

- Current weaknesses:

- Long-term weaknesses:

- Current opportunities:

- Long term opportunities:

- Current threats:

- Long-term threats:

### 3. Objectives

- Sales:

- Profit:

- Positioning:

- Satisfaction of publics:

#### 4. Identification of Customers

- Mass marketing:

- Concentrated marketing:

- Differentiated marketing:

## 5. Overall Strategy

### Controllable variables

- Goods/service strategy:

- Location strategy:

- Pricing strategy:

- Promotion strategy:

Uncontrollable variables

- Consumer environment:

- Competitive environment:

- Legal environment:

- Technological environment:

## 6. Specific Activities

- Daily and short-term operation:

- Responses to environment:

## 7. Control

- Evaluation:

- Adjustment: