

Retail Management

Thirteenth Edition

A Strategic Approach

Web Exercises Part Eight: Planning for the Future

- **Exercise 8-1: American Customer Satisfaction Index**
Select “Industries” and highlight “Retail.”
 1. Choose “**Specialty.**” On the “Specialty Retail Stores” screen, click “**Specialty Retail Benchmarks.**” Comment on the trend for Lowe’s. How could it improve the ACSI score?
 2. Choose “**Internet Retail.**” On the “Internet Retail” screen, click “**Internet Retail Benchmarks.**” Comment on the trend for Trend. Why do you think that its ACSI is so strong? How could it further improve the ACSI score?
- **Exercise 8-2: Free-Business Planning Software**
This link goes directly to the Free-Plan program. Note: The software is Windows-based and also uses Word.
 1. Evaluate the Free-Plan Business Planner template.
 2. Complete the SWOT (strengths, weaknesses, opportunities, and threats) for a computer repair retailer.
- **Exercise 8-3: Financial Benchmarking at Retail Owners Institute**
 1. Scroll down to “Apparel & Accessories Stores” and click “**Shoe Stores.**” What can a shoe store retailer learn from the SIX ratios highlighted on the left of the screen? [Click each benchmark box to access the data.]
 2. Scroll to “Health & Beauty and Personal Care Stores” and click “**Optical Goods Stores.**” Discuss how do the ratios you find here compare with the shoe store figures.
- **Exercise 8-4: Retail from A to Z Blog**
 1. What kinds of information are available through this site? What is your favorite subject category? Why?
 2. Should retailers monitor social media such as the Retail from A to Z blog? Why or Why not?