

# **Retail Management**

Thirteenth Edition

## A Strategic Approach

### **Web Exercises Part One:**

#### **An Overview of Strategic Retail Management**

- **Exercise 1-1: Customer Satisfaction Survey**  
Scroll down the screen and then copy and paste the sample questions into a new Word document.
  1. What do you like and dislike about these sample questions?
  2. Modify the questionnaire so it relates to a local apparel store. Ask 10 people to fill out the survey. Comments on the results.
- **Exercise 1-2: Initial Cash Requirements for a New Business**  
Select Download Initial Cash Requirements and answer the following questions. Note: Opening the downloaded file requires Microsoft Excel.
  1. Estimate the cash needs for a two-person barber shop located in a suburban area. Document each expenditure.
  2. Estimate the cash needs for a store that sells Apple cell phone accessories. Assume that the retailer gets terms of 30 days, and turns its merchandise 15 times per year. Document each entry.
- **Exercise 1-3: Competitive Analysis**
  1. Based on this Web discussion, what should be the major components of a retail competitive analysis?
  2. Apply your answers to a local pizza restaurant (assuming it is a competitor of yours).
- **Exercise 1-4: Keep Customers for Life**
  1. Which 5 of the 25 customer loyalty tactics cited do you think are the most important? Why?
  2. Apply your 5 factors to a movie theater.