

# Retail Management

Thirteenth Edition

## A Strategic Approach

### Web Exercises Part Two: Situation Analysis

- **Exercise 2-1: How to Start a Retail Business**
  1. Read any story at this site and state the three most important lessons you learn from reading the material.
  2. Read any other story at this site and state the three most important lessons you learn from reading the material. [Your answers should be different for Questions 1 and 2.]
  
- **Exercise 2-2: Considerations in Buying a Franchise**
  1. According to this site, what are the pros and cons of franchising as an option for those considering this retail format/
  2. At the link in this question, review the article on the government's [franchise disclosure document](#). Why do you think this document is so complex?
  
- **Exercise 2-3: Retail Kiosks & Self-Service**
  1. Read two articles from this site, and state the most important lessons learned.
  2. Watch the video [“The iPhone Effect to Redefine Self-Service Kiosks.”](#) What is the iPhone effect; and how should retailers react to it?
  
- **Exercise 2-4: SAS Solutions for Retailers**
  1. Describe the five types of software that SAS offers for retailers.
  2. Go to this [retail analytics video clip](#) and comment on what you learn.