

## SHOPPING TOUR:

Retail sales is a competitive business. It is important that you are informed about the products and services offered by the competition so that you can compare your products fairly to theirs.

Now that you have been introduced to the wonderful world of retail and retail marketing, and have been on a shopping tour of Queen Street West, it is time for you to take me on a shopping tour of three stores that are competitors of your store.

You are responsible for a three (3) store tour to show your manager that you are aware of your competitor's products, services, and prices.

You have the option of how you want to present your shopping tour. You can do a written report, a poster, an oral tour like the Queen Street West tour, complete a chart, or something else. Just make sure you check with me first and receive my approval.

### *Part 1: Information about your store*

You must cover the following criteria about the store that you work for:

- Name of Store and address
- Website address (if applicable)
- What products do you carry?
- What brands do you carry?
- What product features do you promote?
- Who your main customers are
- Any other unique features that contribute to your store's success (staff, design, marketing etc)

### *Part 2:*

For each store on your tour you must cover the following criteria:

- Name of Store and address
- Website address (if applicable)
- What products do they carry?
- What brands do they carry?
- What product features do they promote?
- What features make your products better?
- Who the main customers are
- Any other unique features that contribute to the store's success (staff, design, marketing etc)
- How does your store offer better value to the customer?

All assignments should be keyed. You will have at least 2 class periods to work on your tour.

Due Date: \_\_\_\_\_

Name: \_\_\_\_\_