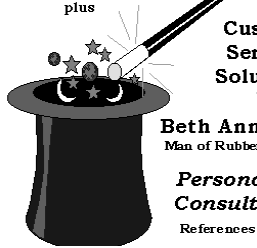




Merchandising MAGIC !

Retail Management & Merchandising plus



Customer Service Solutions by

Beth Ann Harper Man of Rubber River Gear

Personalized Consultations

References Available

1-800-437-9224

Please complete the following questionnaire about your retail facility. Your responses will help me in determining a strategy prior to an actual visit, for increasing your profitability.

- What is the square footage of your store
How many clients do you see in a typical season
Do your guests register for their trips in your store
Do you sell photos in your store area
If yes to # 3 & #4, in what portion of the store
What are the stores gross sales
What % of companies gross is this number
What is the stores net profit
What % of companies net is this number
How many t-shirts designs do you buy
Do you have a dedicated ladies section
Do you have a dedicated children's section
Do you sell equipment (check which ones apply)
kayaking fishing camping biking other
Do you use a POS & which one
If you don't use a POS, how do you track sales
How often do you do a physical inventory
Do you have dedicated store staff
What are your criteria for hiring store staff
In the busy part of your season, how many store staff do you employ
How do you currently display your merchandise
What kind of fixtures do you use grid slat chrome wood other (please explain)
What kind of lighting do you use
What kind of music plays in your store
Do you offer merchandise on your website



Do you take a standard margin/what is the % _____
Do you offer any multi purchase discounts _____
Do you preseason your orders _____
Do you use purchase orders _____
What is your favorite impression of your store _____

Does your store relate to the experience you offer _____
What is your goal for your stores gross _____
What is your goal for your stores net _____
What physical changes do you think you want _____

What is your timeframe for these changes _____
When would you be interested in hiring me to visit your store _____
Would you be interested in me conducting a customer service session with retail staff while at your facility _____