**RETAIL STRATEGIC PLAN**

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| --- | --- | --- | --- |
| **Name:** |  | **Date:** |  |

*Indicate your selected scenario with an X:*

|  |  |
| --- | --- |
|  | Scenario 1: Italian Restaurant |
|  | Scenario 2: Appliance Repair Business |
|  | Scenario 3: Traditional Department Store |
|  | Scenario 4: Small Supermarket Chain |
|  | Scenario 5: Campus Coffee Shop |

*Complete your strategic plan below using information from the scenario, Chapter 3, and the sample plan in Table 3-6 on page 75-76 as a guide.* ***Type your answers only in the blank rows with the* > *below each heading.***

|  |  |
| --- | --- |
| **Brief Description of Retail Business:** |  |
| **>** |
| **1. Situation Analysis** |  |
| * Current organizational mission:
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| **>** |
| * Current ownership and management alternatives:
 |  |
| **>** |
| * Current good/service category:
 |  |
| **>** |

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| **2. SWOT Analysis – use what you wrote for *lesson 2 (you may modify, based on instructor feedback*)** |
| * Strengths:
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| **>** |
| * Weaknesses:
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| **>** |
| * Opportunities:
 |  |
| **>** |
| * Threats:
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| **>** |

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| **3. Objectives** |  |
| * Annual sales:
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| **>** |
| * Net profit before taxes:
 |  |
| **>** |
| * Positioning:
 |  |
| **>** |
| * Satisfaction of publics:
 |  |
| **>** |
| **4. Identification of Customers** |  |
| * Mass marketing:
 |  |
| **>** |
| * Concentrated marketing:
 |  |
| **>** |
| * Differentiated marketing:
 |  |
| **>** |

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| **5.A. Overall Strategy – Controllable Variables** |  |
| * Goods/service strategy:
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| **>** |
| * Location strategy:
 |  |
| **>** |
| * Pricing strategy:
 |  |
| **>** |
| * Promotion strategy:
 |  |
| **>** |
| **5.B. Overall Strategy – Uncontrollable Variables** |  |
| * Consumer environment:
 |  |
| **>** |
| * Competitive environment:
 |  |
| **>** |
| * Legal environment:
 |  |
| **>** |
| * Economic environment:
 |  |
| **>** |
| * Technological environment:
 |  |
| **>** |

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| **6. Specific Activities** |  |
| * Daily and short-term operation:
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| **>** |
| * Response to environment:
 |  |
| **>** |
| **7. Control** |  |
| * Evaluation:
 |  |
| **>** |
| * Adjustment:
 |  |
| **>** |