**RETAIL STRATEGIC PLAN**

|  |  |  |  |
| --- | --- | --- | --- |
| **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: | | |  | | |
| **>** | | | | | |
| * 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: | |  | |
| **>** | | | |
| * Weaknesses: | |  | |
| **>** | | | |
| * Opportunities: | | |  |
| **>** | | | |
| * Threats: |  | | |
| **>** | | | |

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| **3. Objectives** |  | | | | | |
| * Annual sales: | |  | | | | |
| **>** | | | | | | |
| * 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: | | | |  | | | | |
| **>** | | | | | | | | |
| * 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: | | | | |  |
| **>** | | | | | |
| * Response to environment: | | | |  | |
| **>** | | | | | |
| **7. Control** |  | | | | |
| * Evaluation: | |  | | | |
| **>** | | | | | |
| * Adjustment: | | |  | | |
| **>** | | | | | |