

WHY SHOULD CUSTOMERS SHOP YOUR STORE?

Listed are a few benefits that you can use as an idea starter for your management team to think about why customers should shop your store. They may also be helpful in planning future marketing and advertising campaigns as well as future growth.

THERE ARE THREE WAYS YOU CAN USE THIS LIST:

1. Cross out any products you don't offer and do not plan to offer
2. Circle any products you don't presently offer, but should consider adding.
3. Ask your employees to add to the list.

- Well-trained employees
- Knowledgeable staff
- Friendly courteous staff
- Attractive, comfortable store
- Competitive prices
- Convenient shopping hours
- Wide assortment of product lines
- Hard-to-find items in stock
- Special orders welcome
- Well-lighted parking
- Customer seminars
- Delivery service
- No hassle returns
- Fast, friendly check outs