

Name: _____

EXAMPLES

PLOTTING THE PLAZA

EXAMPLES OF STORE SYNOPSIS/SUMMARY

EXAMPLE 1 **Longs Drugs Stores (#56 on map)**

Longs Drugs Stores is a chain retailer with 470 stores in six states. Longs is an In-Store Retailer in which they operate like a department store with different groups of products in different parts of the store. They are a provider of both products and services. Services they provide include pharmaceutical and film development. They are a provider of convenience goods where customers don't spend much time and effort comparing brands. The products they sell are also purchased on a frequent basis ranging from cosmetics to medical products to snacks to common household products.

EXAMPLE 2 **Aloha Photo Art Studio (Store 2 on the map)**

Aloha Photo Art Studio is an independent retailer with it's only store in the plaza. They are a In-Store Retailer and is classified as a traditional specialty store with a narrow product mix. They are a provider of both products and services related to photography. The service they provide is picture taking and film development. The service they provide is bundled with a specialty product of professional photography where the buyer is willing to expend considerable purchasing effort in deciding what the poses they want as well as the packages they want to purchase.

EXAMPLE 3 **Blockbuster (On Map, Store 7, Category Killer, Red)**

Blockbuster is a chain retailer with more than 8,500 corporate and franchise stores in 28 countries. They are a In-Store Retailer and based on it's characteristics would fall in the Category Killer store classification with a narrow product mix but deep line. They are a provider of products related to movie rentals with over 50,000 titles in their collection. Their products are shopping products because customers will spend time looking through each to decide which one they want to rent or purchase. Blockbuster also has a Non-Store Retailer option with Blockbuster Online. As a member, you can order movies online with shipping being free both ways and no late fees.