

Marketing Application

BUSA 1105

Jermaine Whirl, MBA

➤ Purpose

- The purpose of the application is to make you aware, and to allow you to see firsthand differences in marketing strategies by two similar firms.

➤ Assignment

- Your assignment is to go and visit two stores that are in the same industry. For example: Two pharmacies, two grocery stores, two gas stations, etc...
- During your visit you will write and explore the differences between the stores marketing and advertising techniques and strategies.

▪ **Things to look for and mention in your report**

- **Store Signs**
- **Advertisements of sales items**
- **Store Sales Paper**
- **The layout of the store**
- **Store décor (The feel of the store)**
- **Customer Service availability and experience**
- **The parking lot and scenery**
- **Layout of the counter and check-out lines**
- **Shelving layouts: notice the height of the shelves and products placement on shelves. I.E. Candy being at the height for young children, etc...**
- **Prices of items (select at least 4 similar products from both stores and compare them)**
- **Selection of items available**
- **Packaging**
- **Location**
- **Promotional Items & Special Offers**

➤ Assignment Part Two:

- Write a brief description of the company's primary customer base (target audience).
- Items to consider, (Age, Gender, Income Level, Educational Level, etc...)

- Stores to compare in Statesboro (** Note you don't have to use these stores, but if you don't just let me know what two stores you will compare) ** (Secondly, it does not have to be in Statesboro, GA): **Do not use restaurants!**

- Wal-Mart & K-Mart
- Harvey's & Bi-Lo, or Save-A-Lot
- Wal-Greens & Rite Aid
- Dollar General & Fred's
- Block-Buster & Movie Gallery
- Belk & JcPenny's
- Dollar Tree & Dollar Star (located in Statesboro Mall)
- La Waters Furniture, Badcock Furniture, or Farmers Furniture
- Books-A-Millions, The Book and Cranny, Christian Book Store, or Books By Dickens
- Payless Shoes & Shoe Department
- Hibbett Sporting Department & Sports Addiction
- TJ Maxx & Beall's Outlet
- Catos, Rue 21, Citi-Trends, or Maurice's

- Or Select any of the following:

- Retail Stores
- Grocery Stores
- Convenience Stores
- Pharmacies

- For extra credit you can do the following: (additional 10 points)

- Compare the two company's websites.
 - Once again looking at the website design, layout, advertisements, etc...