

## **Investigating Business Operations**

Your task is to go shopping! Pick a store (can be any type of store in a mall or just an individual shop) and critique various areas of business operations. After critiquing the store, you will reflect on your experience. (Paper, presentation, video, model, etc) Use the attached checklist to record notes about your shopping trip.

### INVESTIGATION CHECKLIST

Name of Business \_\_\_\_\_

Type of Business (Proprietor, Corporation, etc) \_\_\_\_\_

Date of Visit \_\_\_\_\_

Time of Visit \_\_\_\_\_

	Check List	Explanation/Notes
<b>Exterior</b> Signage Façade Parking Neighborhood Type of building Window displays	_____ _____ _____ _____ _____ _____	
<b>Interior</b> Lighting Music Cleanliness Bathrooms Aroma Amount/availability of product Sales/promotions section Accessibility Product Placement	_____ _____ _____ _____ _____ _____ _____ _____ _____	
<b>Employees</b> Number of employees on floor Manager on floor Were you greeted? How long did it take to be greeted? Did employees have special uniforms/nametags, etc? Were the employees nice?	_____ _____ _____ _____ _____ _____	
<b>Technology</b> Cash registers Scanners POS Terminals Visible speakers/sound system Security cameras Sensor system Televisions Electronic advertisements	_____ _____ _____ _____ _____ _____ _____ _____	