



## **Retail Marketing Analysis Questions**

### **Questions**

1. Tell me about your business?
2. What was the main reason you contacted us?
3. How much volume do you do?
4. Is your business up or down? (What do you attribute that to)?
5. Do you have anyone that manages your website and local internet strategy?
6. What percentage of sales is allocated towards advertising? (5%, 7%, etc.)
7. Do you advertise: Television, print, online, etc.? What are the percentages of your ad dollars allocated to;
  - a. Television,
  - b. print,
  - c. online
  - d. promotions
8. Please explain what works the best and why?
9. It looks like you have a minimal presence on social media?
  - a. Facebook –
  - b. Pinterest,
  - c. Twitter,
  - d. YouTube,
  - e. Google,?
  - f. e-local,
  - g. YP.com.
10. Do you have a local strategy? If so, please explain.
11. How many brands to you carry in your store?
12. How do you sell primarily: Items or packages? What %
  - a. What's in a typical package tables, lamps, rugs, etc.?
13. How much of your business is special order – various covers, etc.?
14. How often does your inventory turn?
15. How many SKU's does your store carry?



16. Who are your 10 most important suppliers
17. Do you buy through suppliers or container?
18. What makes you different than your competition?
19. Who are your top competitors?
20. Why you vs. your competitors?
21. What does your competition do well?
22. How do you go to market with Adv, Mkt & promotions?
23. What is good, what isn't (What's working, what isn't?)
24. What were the top 3 promotions you've done and why do you think they worked?
25. What is your website traffic? Daily/weekly average?
26. What are you paying for your website?
27. How would you measure success with your website?
28. What's your current traffic on the site?
29. Do you know what the main entry pages are? Static/name...or dynamic/content?
30. How many indexed pages do you have on your website?
31. Do you sell online?
  - a. If not, why?
  - b. If so, what is your percentage of sales?
32. Do you use technology in your business? If so, what/who?

**For questions or more information contact;**

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