

COMPETITOR SHOP

Please be as detailed as possible



COMPETITOR	LOCATION	DATE	TIME	YOUR NAME

1. Clean, Pleasant Store?
2. Clean, Attractive Display? What styles are on bust forms?
3. Top Renting Tuxedo? Is it on a form? Price? Ask: "What is the most popular tuxedo in your store?"
4. Pleasant, Knowledgeable Sales Person? (Please get their card)
5. Pricing, specials, promotions and how do discounts work?
6. Any Signs of formalwear Business?
7. General Feeling? Why are customer renting there?

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8. Would a 27 year old Bride feel comfortable to reserve her wedding there? Explain.

9. Would would you do NOW to combat them after your visit (please don't state more advertising)

10. What would you tell the staff at your store that we need to be better at doing?

11. How about YOU? Was this experience helpful?