

THRIFT STORE MARKETING SURVEY

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GENERAL INFORMATION

Store Name _____ Address _____
City _____ State _____ Zip _____
Length of time at this location: _____
Contact person _____ Phone number ____ / _____ Ext, ____
E-mail address _____
This store is operated by: non-profit organization ____ for profit organization ____ Faith based Yes ____ No ____

OPERATIONS INFORMATION

- * How many years in business? ____ Year opened ____
- * What is the maximum distance you will go to pick up merchandise? Miles _____
- * How many trucks do you have? _____
- * What other functions do your drivers perform?

- * Number of Drivers: Full-time _____
- * Please list any permits required for your store:

- * Number of Drivers Part-time _____
- * Are any required permits difficult to obtain? Yes ____ No ____
If yes, which were difficult to get?

- * Number of paid staff: Full-time _____
- * Do you have computers and tracking software for Dispatch
Yes ____ No ____ Production Yes ____ No ____
Sales Yes ____ No ____ Donors Yes ____ No ____
- * Number of paid part-time staff _____
- * Are volunteers hard to find? Yes ____ No ____
- * Are volunteers reliable? Yes ____ No ____
- * Number of clients or program people who work in store who are in training _____
- * In your opinion, what is the most difficult thing about running your thrift store? _____

- * Does your Store have a Web Site? Yes ____ No ____
- * Do you have job descriptions for Employees, Volunteers, Clients/Program people? Yes ____ No ____
- * Do your trucks have signs Yes ____ NO ____
- If No Who? _____, _____, _____
- * How to solicit donations? Mail__ Phone__ Billboards__
e-mail__ Drop boxes__ Door hangers__ Flyers__
Other explain _____
- * Do you have written policies and procedures?
Dispatch Yes ____ No ____ Production Yes ____ No ____
- Human resources Yes ____ No ____ Sales Yes ____ No ____
- Volunteers Yes ____ No ____
- Clients-Program people Yes ____ No ____
- * In your opinion, what is the most difficult thing about running your thrift store?

- * Who makes the decision in your store when it comes to spending money for marketing and advertising?

- * Who makes the decision for finding new locations for opening new locations?
Store manager ____ Executive Director ____ Board of Directors ____ Committee's ____ Other ____
- * Who make the decisions for purchasing new trucks?
Store manager ____ Executive director ____ Board of Directors ____ Committee's ____ Other ____

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SALES INFORMATION

- * Do you own your facilities? Yes ___ No ___
- * Are you making payments or is property unencumbered? Payments___ Unencumbered___
- * What are your gross annual sales? \$ _____
- * Are there any seasonal or economic trends in your sales figures? Yes ___ No ___
If yes, please explain:

* What are your 2 worst sales months and what are the gross sales?

1. _____
2. _____

* What is you best sales day? _____

* What is your worst sales day? _____

* What are your 2 best sales months and what are the gross sales?

1. _____
2. _____

* What are your busiest hour's?
Between _____ pm__ am__ and ____ pm__ am__

*What are you slowest hour's?
Between _____ pm__ am__ and ____ pm__ am__

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FINANCIAL INFORMATION

BUILDING LAYOUT INFORMATION

- * What are your (approximate) monthly costs for the following:
 - * Total sq. ft. of building? _____
 - * How much are your sales tax payments? \$ _____
 - * Rent? \$ _____
 - * Auto Insurance \$ _____
 - * Business Insurance \$ _____
 - * Employee Salaries & Benefits \$ _____
 - * Permits & Licenses \$ _____
 - * Utilities \$ _____
 - * Trash Pick Up \$ _____
 - * Other Overhead (if any) \$ _____
 - * How often are they paid? Annually
 - * How many sq. ft. devoted to production? _____
 - * How many sq. ft. devoted to sales? _____
 - * what would you change about your store? _____
 - * List the percentage of sales as it relates to
 - Clothing _____ %
 - Furniture _____ %
 - Bric-a-brac _____ %
 - Appliances _____ %
 - Shoes _____ %
 - Toys & Games _____ %
 - Other _____ % define _____
- Do you have difficulty in selling you bailed textiles / rags? Yes ___ No ___ How much do you get per Lb. \$.0 _____

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