**Retailers in a Private Enterprise System**

**Independent Practice Assignment Sheet**

**Retailer Loyalty Assignment #1:** Interview 10 people to determine their choice of

retailers for groceries, gas, clothes, dining out, and birthday gifts. The surveyed

individuals must explain reasons for their loyalty. After you complete your survey,

write a one- to two-page paper to report the results. The paper must include a

graph for the survey results.

**Name that Retailer Poster #2:** Design a poster that gives clues about a popular

national retailer. The clues cannot include the name of the retailer and must

challenge other students. The actual name of the retailer should be on the back

of the poster and covered with a piece of paper. The posters will be used in class

for a review game.

**Retail Interview Assignment #3:** Interview an individual who has a career in the retail

industry. Ask questions to determine the education required for a retail career,

commitment needed for a retail career, likes and dislikes for a retail career,

challenges faced by retailers, and future trends for the chosen retailer. Then

prepare a PowerPoint presentation that includes the information they gained from

the interview.

**Shopping Mall Assignment:** Visit your favorite shopping mall and list ten stores that

are located in the mall. Categorize each type of retailer. Prepare a PowerPoint

presentation that gives information about each of the ten retailers, explains the

categorization of each retailer, and describe advertising used by each retailer.