

BRAND SURVIVAL ASSESSMENT

FROM A B O U T F A C E



General Information:

Market Evaluated: ATLANTA

Location #: 598

Address: 1256 North Druid Hills Rd, Atlanta, GA 30345

Your Brand Descriptor: Excellent

Would Recommend Your Brand?: Yes (10)

Competitor A: [REDACTED]

Address: 458 Monroe Drive, Atlanta, GA 30328

Competitor C: [REDACTED]

Address: 801 LaVista Rd, Atlanta, GA 30303

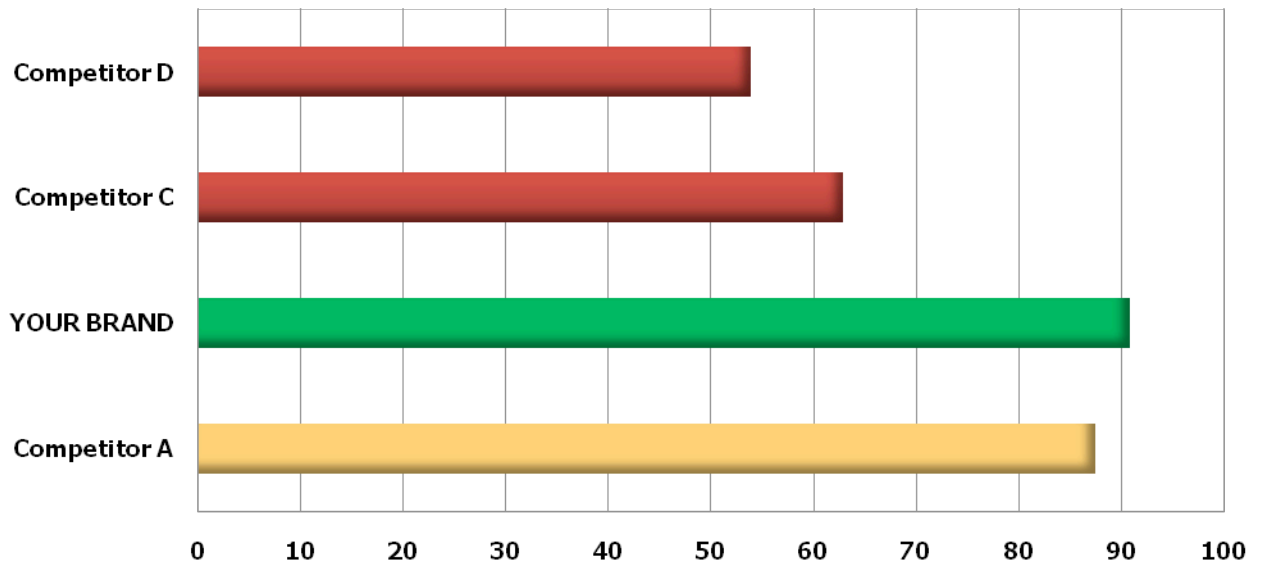
Competitor D: [REDACTED]

Address: 5063 32nd St, Atlanta, GA 30321

Brand Survival Assessment

This graph depicts your brand's performance against the 3 competitors you selected in the Atlanta market.

Brand Survival Score

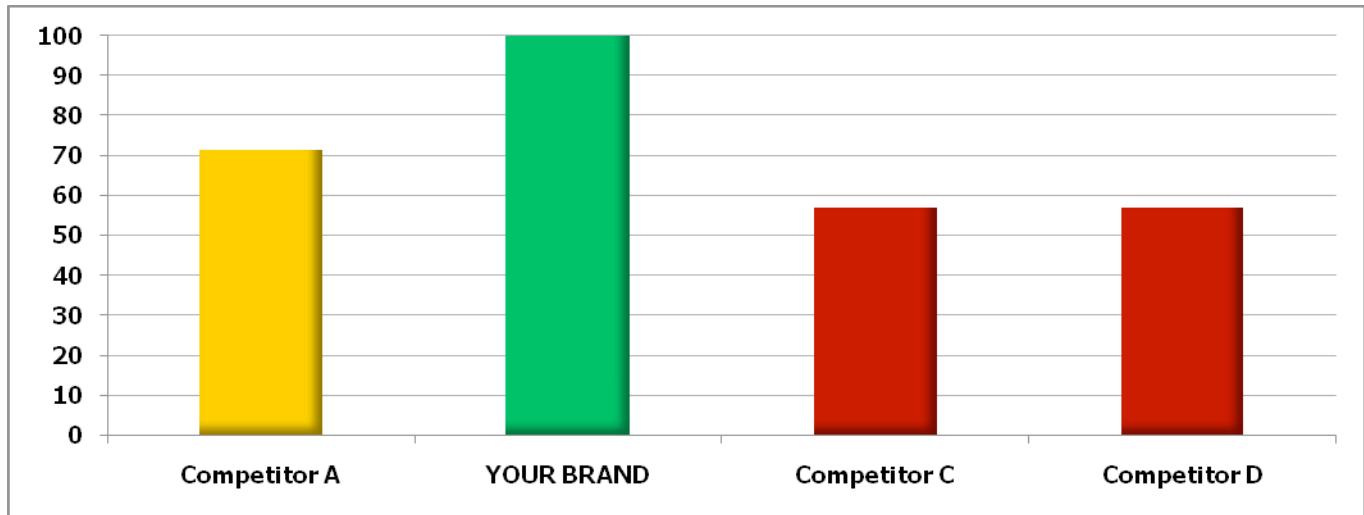


	Competitor A	YOUR BRAND	Competitor C	Competitor D
■ Brand Survival Score	87.5	90.85	62.85	53.85



EMPOWERED PEOPLE

Many experts agree that the key to delivering superb customer service lies in empowering frontline staff. Hiring dedicated, motivated people, providing them with clear guidelines and empowering them to solve problems when and where they occur saves resources and leads to a higher level of customer satisfaction. Empowered staff members who are sensitive and attendant to consumer needs provide customers with a positive first impression of the company. Most customers will choose to do business with companies that save them time, energy and money.

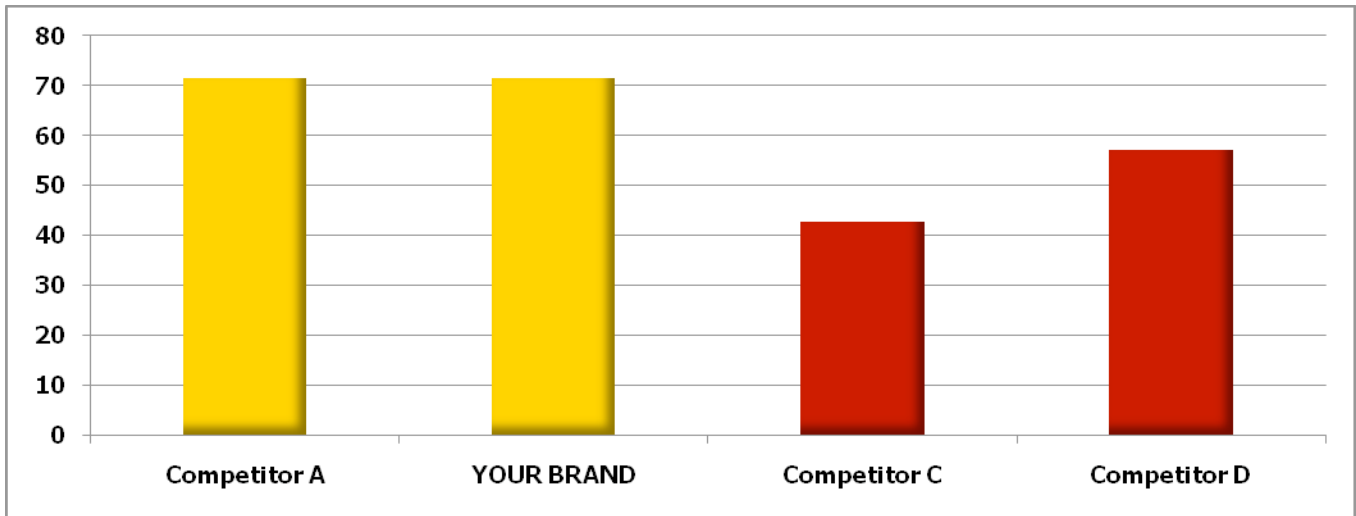


Behaviors	Competitor A	YOUR BRAND	Competitor C	Competitor D
1. Positive first impression of staff	100%	100%	0%	0%
2. Positive final impression of staff	100%	100%	0%	0%
Staff:				
3. Behaves attentively	0%	100%	100%	0%
4. Has solid knowledge of products/services	100%	100%	100%	100%
5. Communicates distinctions of brand	100%	100%	0%	100%
6. Offers appreciation to customers	0%	100%	100%	100%
7. Are truly invigorated	100%	100%	100%	100%
Empowered People Total Score	71.42%	100%	57.14%	57.14%



REVENUE-DRIVING HABITS

Revenue-driving habits are fundamental behaviors that can exponentially increase the likelihood that a prospective customer will purchase a particular brand or shop at a particular store. The goal of every interaction with a customer should be to forward the sale in some measurable way.



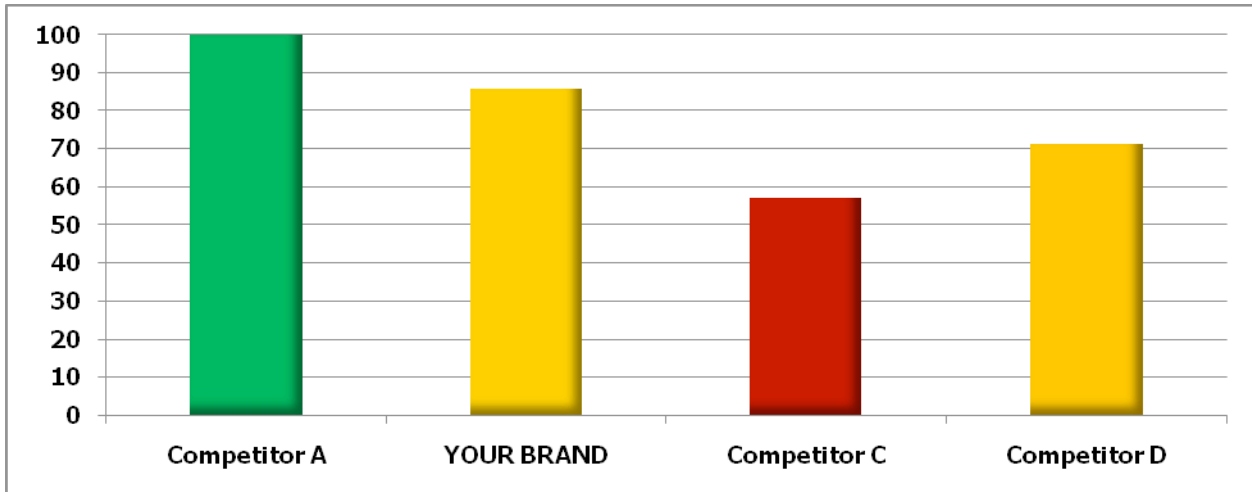
Behaviors

	Competitor A	YOUR BRAND	Competitor C	Competitor D
Staff:				
1. Recommends products/services to enhance customer's experience	100%	100%	0%	0%
2. Recommends appropriate companion items	0%	100%	100%	0%
3. Goes extra mile to overcome customer issues & objections	100%	100%	0%	100%
4. Attempts to forward sale	0%	0%	0%	100%
5. When applicable, asks for customer's contact information	100%	100%	100%	100%
6. Suggests in-store credit/exchange instead of refund	100%	0%	0%	0%
7. If item not in stock, offers to locate items for exchange	100%	100%	100%	100%
Revenue-Driving Habits Total Score	71.42%	71.42%	42.85%	57.14%



OPERATIONAL ESSENTIALS

Operational essentials include conditions and standards by which a location is run that can affect how potential customers perceive the brand. The ease with which customers are able to conduct business, the professionalism of the staff in concert with other sound business management practices collectively determine a customer’s positive or negative perception of a brand.



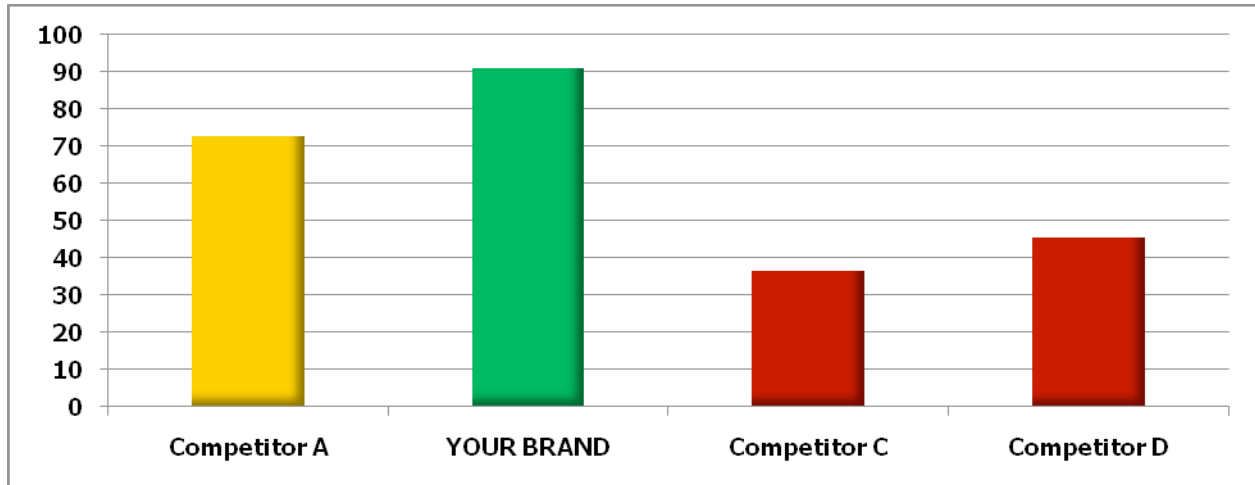
Behaviors

	Competitor A	YOUR BRAND	Competitor C	Competitor D
1. Sufficient staff available	100%	100%	0%	100%
2. Frontline manager on floor	100%	100%	0%	100%
3. Cashiers close register between transactions	100%	100%	100%	0%
4. Cashier verbally confirms amount tendered	100%	0%	100%	100%
5. Customers able to view register screen	100%	100%	0%	100%
6. Receipt reflects correct purchase amount	100%	100%	100%	100%
7. If applicable, correct change is returned	100%	100%	100%	0%
Operational Essentials Total Score	100%	85.71%	57.14%	71.42%



SOUND MARKETING

Sound marketing practices such as providing variety and availability of products, producing attention-getting promotions, implementing pricing strategies acceptable to the company's target market and introducing value-added services can lead to an expansion of the brand's pool of loyal customers.

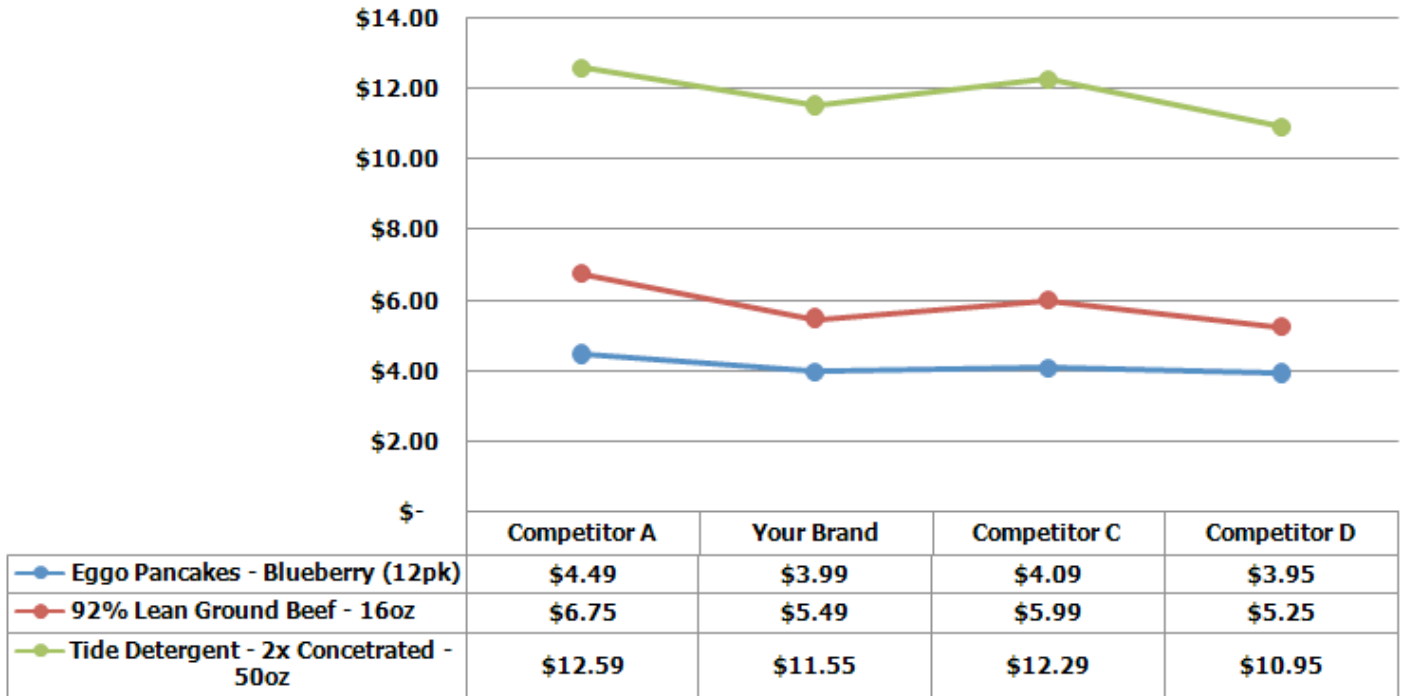


Behaviors

Behaviors	Competitor A	YOUR BRAND	Competitor C	Competitor D
Promotions/Campaign Items:				
1. Present and apparent to customers	100%	100%	0%	100%
2. Located outside the store	100%	100%	100%	0%
3. Located in the store window	100%	100%	100%	100%
4. Located inside the store	100%	100%	100%	100%
5. Located at checkout area	100%	100%	0%	0%
6. Located in other areas of the store	100%	100%	0%	100%
7. Staff discusses store promotions	0%	100%	0%	0%
8. Shelves well-stocked with product	100%	100%	0%	100%
9. Customer's item in stock	0%	0%	100%	0%
10. Value-added services in place	0%	100%	0%	0%
11. Marketing practices capture customer's attention, seem relevant/current and move them toward being loyal customers	100%	100%	0%	0%
Sound Marketing Total Score	72.7%	90.90%	36.4%	45.5%

Product Price Point Comparison

Three specific products were selected by you for comparison when this Brand Survival Assessment was created. Below are the price points identified at all four locations evaluated.





THE BOTTOM LINE

The Bottom Line is a qualitative category that sums up the customer's experience and asks the customer to compare the brands/locations.

Behaviors	Competitor A	YOUR BRAND	Competitor C	Competitor D
1. Customer's word to describe experience	Pleasant	Excellent	Disappointing	Awful
2. Customer will return to this location	Yes	Yes	No	No
3. Customer regularly shops brand	Yes	Yes	No	No

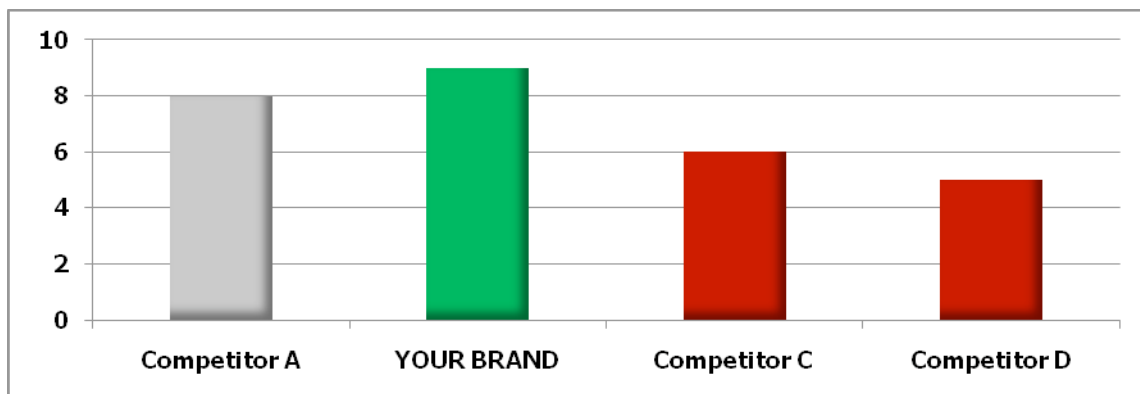
VALUE: Which brand/location did you feel gave the best value for the money? Why?

BRAND SELECTED: **YOUR BRAND**

REASON GIVEN: "I felt the staff cared about me from the minute I walked through the door and I believe they worked hard to earn my business. I was greeted by several staff as I made my way through the store. Several staff members offered to help me find the item I was looking for. When I found the item I wanted to purchase, I asked an employee for help differentiating between the various brands/models on display. Glen pointed out the bestsellers as well as the newest products offered. Although he was serving other customers at the time, he stayed nearby and made himself available to answer my questions."

Net Promoter: The Ultimate Question

The Net Promoter Score is the rating the customer gives in response to the question, "How likely are you to recommend this brand/location to a friend or family member?" Based on the response, the customer can be categorized as a Promoter (9-10 rating), a Passive (7-8 rating) or a Detractor (0-6 rating). When all assessments have been received, the percentage of Detractors is subtracted from the percentage of Promoters, giving the Net Promoter Score. Scores of 75% and better are considered high.



The Ultimate Question	Competitor A	Your Brand	Competitor C	Competitor D
How likely is it that you would recommend this brand to a friend or relative?	Passive	Promoter	Detractor	Detractor