

Prepare to Sell

Two kinds of Evaluations

1. External
2. Internal Evaluation

External Evaluation:

1. Current economy
 - a. What you can and can't borrow?
 - b. Current challenges in the economy?
2. Major components within the industry
 - a. Beyond your store
3. Who is your competitor and how are they doing?
 - a. Individual competitor in your market
4. Make up of current customer base
 - a. What are the demographics?
 - b. Who is and isn't shopping with you?
 - c. Who is your target customer?