

Shop to Shop

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Introduction:

This is a team project which involves getting the students to explore a variety of shops in the city or in the neighborhood in order to understand the various aspects of selling and marketing products. Each of the tasks is designed to get the students thinking about how opportunities are found and value is created in products and services.

Learning Objectives:

- To expose the students to the essential aspects of taking the product to the market
- To understand how to reach a customer
- To analyze what makes people buy
- To understand the concept of value creation

When to Use:

This exercise is a good supplement to any discussion or activity dealing with opportunity recognition and value creation.

It can be used during any class or course on Sales strategy and Marketing.

The Exercise:

Given below are the instructions for your students to carry out the activity; Giving it in a printed form will guide them through their team project.

You may choose to modify/adapt the suggested instructions in this exercise to suit the needs of your class. For instance, you may want them to visit more than five shops or a variety of shops rather than the ones suggested. You may also want them to explore a range of shops like the street vendor selling food on a cart as well as a sophisticated fast food center or an eatery around the corner.

Instructions to students:

1. Try to use all your senses to catch the smallest details. It's the small things that count!

2. You will work in teams. You are encouraged to share your experiences, ideas, questions, as well as divide tasks as you see fit. Leave lots of time during the exercise to sit down as a group and discuss all that you have seen.

Things to do:

- 1) Visit five different shops and consider the following:
 - a. What is the height of the ceiling?
 - b. What are the smells that you perceive?
 - c. What are the sounds that you hear?
 - d. What does the display look like? How are the products arranged?
 - e. How do the staff members interact with the customers, and with you?
 - f. How do these things affect your overall experience?

IMPORTANT: The shops must include:

- i. Food
- ii. One selling digital cameras, or accessories for digital cameras
- iii. Clothes or cosmetics

- 2) Visit at least two shops selling the same products. Observe these shops and discuss as a team:
 - a. Which one would you buy from? Why?
 - b. What did that shop do to entice you?
 - c. What are the shops doing/ or not doing that makes them less attractive to you?
 - d. What were the various sales strategies that you came across?
- 3) Create a presentation that describes your observations on the and the above discussion.

Time: Students can be given one week to do this project if it is used during a course or half a day if used during a workshop

Conclusion:

Once the students have completed their explorations, you may ask all the groups to make their presentations to the class. During the course of the presentations, they will begin to understand the basics of sales and marketing strategies and the variety of ways of reaching out to a customer.

You may point out to them that this activity also implies that having an open mind and an eye for detail is required to successfully create value as an entrepreneur.