Store Environment

1. **Go to the following website:** [**http://vmsd.com/content/best-buys-new-concept**](http://vmsd.com/content/best-buys-new-concept)
2. **Read the article about the changes made to Best Buy**
3. **With a partner, discuss the changes and fill in the column below**
4. **Once you fill in Best Buy’s info, each person is going to select a different store from the design gallery (located to the left)**
5. **Discuss each store and fill in appropriate info – Do not copy and paste from either the website or your partner’s paper. You have to actually speak to your partner in order to compare stores. Everything on this page should be in your own words!**
6. **In at least 2 paragraphs, discuss the similarities and differences you found between the three stores (at least 5 sentences per paragraph)**

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|  | Best Buy’s New Concept |  |  |
| Who are they targeting and why? |  |  |  |
| What changes were made? (space, circulation, etc.) |  |  |  |
| What were they trying to accomplish by making these changes? |  |  |  |
| What elements did they create to encourage people to buy? |  |  |  |
| Other important info |  |  |  |