

MKT 4462 – INTERVIEW QUESTIONS

During the interview, ask the following questions (in no particular order).

1. How long have you been in business?
2. How would you describe your customers? Who is your typical customer?
3. What have you enjoyed most about being in retail?
4. To what extent was the recent holiday season affected by supply chain issues?
5. How is your business affected by e-commerce?
6. To what extent do you use social media to promote your business?
7. What has surprised you the most about consumers and the pandemic?
8. What is the most memorable thing that has happened with one of your customers?
9. How has the Corona-virus pandemic changed how you and consumers connect?
10. In general, how have consumers/customers changed since you started in retail? For example, customers' expectations, attitudes, and loyalty.
11. What special marketing techniques do you use in interacting with your customers?
12. Any other comments you (the retailer) would like to share?

Do include one other answer:

13. **Personal observations.** What did you, as the interviewer, learn from the interview and what other observations did you make?