



██████████ STORE EVALUATION SURVEY TASK

Dear Esteemed Brand Assessor,

Blink Research is a leading Brand Audit and first class financial advisory firm. We supply brand audits and retail audits for prestige businesses and premium brands. The merits of this exercise are in the survey itself and provide you with the privy to valuable and sensitive information that helps our clients in business development, sustainability, managerial excellence, and first-hand consumer experience. This envelope contains a check of \$2998.00. You are required to deposit the check at your bank, wait for funds to be available before you begin your task.

ASSIGNMENT INSTRUCTION

On this task you will be evaluating the store of our main clients, ██████████ STORE. This will be any within your local area. Our check cover all expenses from evaluation, shopping tax, and your wages of \$308 for completing the task. Purchase the items listed below from any ██████████ store within your local area.

SPECIFICATIONS TO PURCHASE

ITEM 1: ██████████ gift card - \$2000

ITEM 2: ██████████ gift card - \$690

EXPENSES BREAKDOWN;

ISSUED SUM: \$2998.00

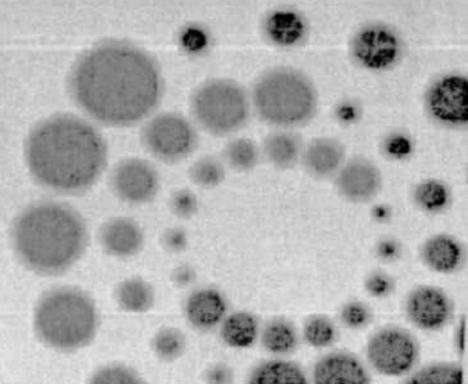
GIFT CARD (2 PIECES): \$2690

WAGES: \$308

Ensure to take comprehensive notes when conducting the store evaluation and refrain from using notepads or dicta-phones during the course of your survey. Please be aware discretion is the key to prevent tipping off their staff about the survey. Kindly text (973) 531-7814 immediately you make the purchase for further instructions on the items for the task.

PLEASE CHECK BACK PAGE FOR ASSESSMENT FORM.

Rick Allen | Survey Evaluation Co-ordinator.
<http://brs.global>



SURVEY ASSESSMENT FORM

Please take a moment to help us highlight your experience at the [redacted] store. Kindly fill this in to the best of your observation. Thanks!

Store Appearance

1. Was the store's inside clean and attractive to customers?

- Excellent
- Average
- Needs improvement

2. Was the window display inviting and attractive? Did it provide clear details of products/offers etc?

- Excellent
- Average
- Needs improvement

3. Did the outside appear to be clean – clear sidewalks, clean windows and doors, etc.?

- Excellent
- Average
- Needs improvement

4. How organized was the store? Was it easy to shop with?

- Excellent
- Average
- Needs improvement

Service and Performance

5. How quick and efficient was the clerk that served you?

- Excellent
- Average
- Needs improvement

6. Was the store clerk knowledgeable about the merchandise?

- Excellent
- Average
- Needs improvement

7. How friendly & professional was the clerk?

- Excellent
- Average
- Needs improvement

8. What was your overall experience with the staff in the store?

- Excellent
- Average
- Needs improvement

Additional Comments

About You

Name _____

Address _____

Phone _____

Email _____