



## **ACTIVITY 7:**

### *Non-Store Retailing*



TV home shopping includes shopping networks and infomercials that allow consumers across the country to see merchandise in their own living rooms, order it by phone, and have it delivered. The major cable networks are QVC and Home Shopping Network (HSN). For this activity, you will view a presentation on the QVC cable network. Using the guide below, rate the effectiveness of the show as a retailing alternative.

Type of Show: \_\_\_\_\_

Specific category of fashion merchandise: \_\_\_\_\_

Name of presenter: \_\_\_\_\_

CATEGORY	RATING SCALE				
	(5 being the highest, 1 the lowest)				
Merchandise presented (quality and affordability?)	5	4	3	2	1
Variety of merchandise	5	4	3	2	1
Descriptions of merchandise	5	4	3	2	1
Cost of merchandise (reasonable and affordable?)	5	4	3	2	1
Time allotted for each item	5	4	3	2	1
Available service (800 number, online assistance)	5	4	3	2	1
Delivery information	5	4	3	2	1
Purchasing options (credit cards, COD, checks)	5	4	3	2	1
Overall effectiveness of presenter (appearance, knowledge and professionalism?)	5	4	3	2	1
Sales success (sales volume)	5	4	3	2	1
TOTAL POINTS					