

Memo

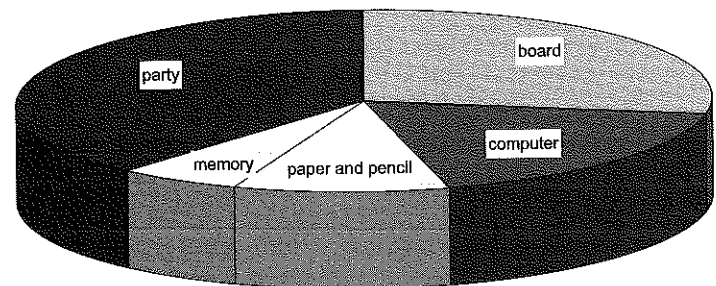
To: Book Haven Managers
From: Chris Serafen
Date: February 20, ----
Subject: Survey Results

As you may remember, we surveyed local students to determine what types of games they were most interested in purchasing in our stores. Our game sales have been lagging in the last few months, and we believed that we were not appealing to our market.

Up until now we have focused on computer games, but we could not compete with the prices of mass market retailers. In an effort to create our own niche, we hoped to find a game market that was underserved.

I believe we may have found such a market. Study the chart below and be prepared at our monthly meeting to discuss specific titles that we might consider in each of these areas.

Game Results Survey



Activity 8-5

Party 35

Memory 10

Paper + Pencil 15

Computer 20

Board 20