

A Successful Store

IN discussing a successful store, we are on the common ground of a common interest. You wish to rate as a successful manager by running a successful store. We wish your store to be a successful one, doing its share to promote the success of your District and our Company.

We feel that we can cooperate on this important task of securing a successful year for you and by so doing also secure a successful year for our Company. Individual successes mean one collective success and a prosperous year for the Kresge Company.

With that thought in mind, we have outlined as best we can the more important attributes of a successful year:

1. Getting the business.
2. Controlling expense.
3. Fighting shrinkage.
4. Securing a good gross.
5. Working in harmony with others.

Now we shall endeavor to analyze each of these big elements of our business and take up each of it's phases in turn.