

# UK Retailer evaluation

For this exercise you need to look at a UK ecommerce store in detail.

You have been allocated a store based on your Knumber. Please look at your Knumber and take the last 2 digits. Then look up those digits in the list below.

For example

*If your Knumber is K896534 you would have been allocated Evans*

Make sure that you find the UK Version of the store or site and not any US version.

If for any reason you are unable to use the site you have been allocated (eg site taken down, company gone out of business) then please use one of the sites at the end of the list

- 01 Accessorize
- 02 Aldi
- 03 Aquascutum
- 04 Argos
- 05 Asda
- 06 Austin Reed
- 07 Autonomy
- 08 Barbour
- 09 Beatties
- 10 Benetton
- 11 BHS
- 12 Big and Tall
- 13 Birthdays
- 14 Bodas
- 15 Boden
- 16 Body Shop
- 17 Boots
- 18 Burtons
- 19 Clinton Cards
- 20 Coast
- 21 Comet
- 22 Costcutter
- 23 Cotton Traders
- 24 Country Casuals
- 25 Crew Clothing
- 26 Currys
- 27 Dune

- 28 Debenhams
- 29 Disney Store
- 30 Dolland and Aitchison
- 31 Dorothy Perkins
- 32 Ernest Jones
- 33 Etam
- 34 Evans
- 35 Fenwick
- 36 Fortnum and Mason
- 37 French Connection
- 38 Game
- 39 GAP
- 40 Ghost
- 41 Gieves & Hawkes
- 42 Goldsmiths
- 43 Guess
- 44 H&M
- 45 Halfords
- 46 Hamleys
- 47 Harrods
- 48 Heals
- 49 HMV
- 50 House of Fraser
- 51 Hugo Boss
- 52 Iceland
- 53 Jane Norman
- 54 JD Sports
- 55 JJB Sports
- 56 John Lewis
- 57 Kookai
- 58 Liberty
- 59 Lidl
- 60 Lush
- 61 Mango
- 62 Marks & Spencer
- 63 Matalan
- 64 Millets
- 65 Miss Selfridge
- 66 Mk One
- 67 Model Zone
- 68 Monsoon
- 69 Morrisons
- 70 Moss Bros
- 71 Mothercare
- 72 New Look
- 73 North Face
- 74 Oasis
- 75 Paperchase
- 76 PC World
- 77 Phase Eight
- 78 Primark
- 79 Principles
- 80 Quicksilver
- 81 Racing Green
- 82 Reiss
- 83 River Island

- 84 Sainsburys
- 85 Selfridges
- 86 Specsavers
- 87 Suit You
- 88 Suits Direct
- 89 Tesco
- 90 The Body Shop
- 91 TK Maxx
- 92 Topman
- 93 Topshop
- 94 Toys R Us
- 95 Uniqlo
- 96 Vision Express
- 97 Waitrose
- 98 Wallis
- 99 Warehouse
- 00 Waterstones

## Extras if site unavailable

Choose ONE of the following:

- WH Smith
- Whistles
- Woolworths
- Zara

Here are the questions you should try and answer:

1. What is the URL of the site you looked at?
2. How well does the site reflect the brand and culture of the company?
3. List 3 features of the site you like
4. List 3 features of the site that could be improved
5. How easily can a customer use the site to make a complaint?
6. How easily can you find your nearest store?
7. How does the site help customers choose a product?
8. How much do you think the company spent on implementing this site?
9. How long did the design and build of this site take?
10. How much money would you expect this site to take in an average month? (Guess if necessary)