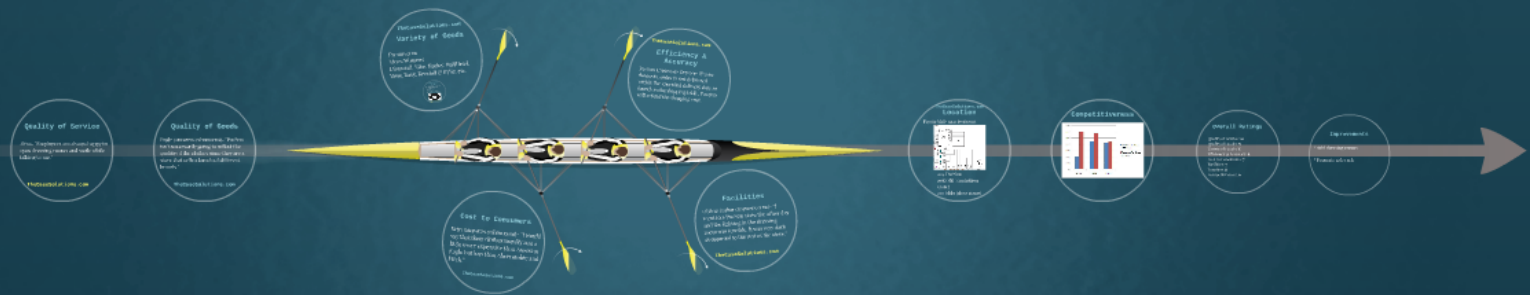
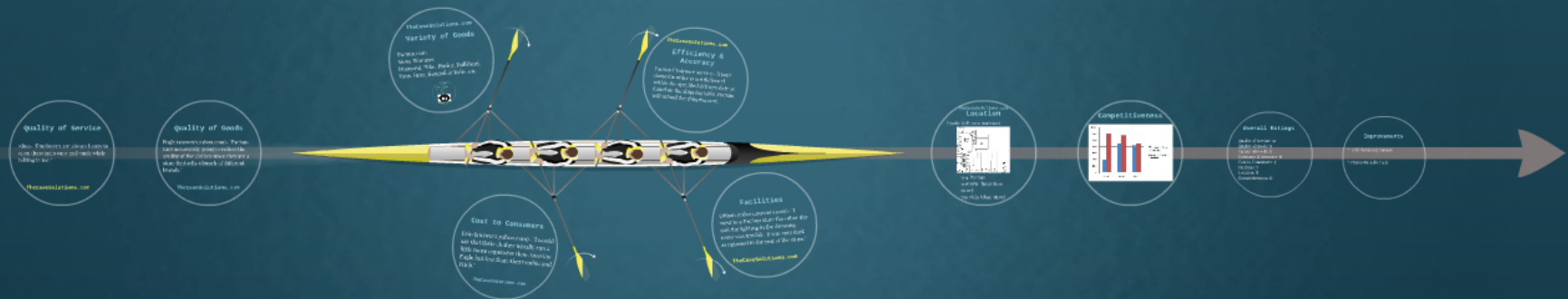


Note on Budget Plays



TheCaseSolutions.com

Note on Budget Ploys



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Quality of Service

Alina- "Employees are always happy to open dressing rooms and smile while talking to me."

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Quality of Goods

Fogle (answers.yahoo.com)- "PacSun isn't necessarily going to reflect the quality of the clothes since they are a store that sells a bunch of different brands."

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Variety of Goods

Pacsun.com

Mens/Womens

Diamond, Nike, Hurley, BullHead,
Vans, Roxy, Kendall & Kylie, etc.

Utah Mother
Upset

The shirts featured pictures of
scantily dressed models in
provocative poses.

All 19 shirts bought for \$567



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Utah Mother Upset

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Efficiency & Accuracy

PacSun Customer Service- If your domestic order is not delivered within the specified delivery date as found on the shipping table, PacSun will refund the shipping cost.

Cost to Consumers

Erin (answers.yahoo.com)- "I would say that their clothes usually run a little more expensive than American Eagle but less than Aberrombie and Fitch."

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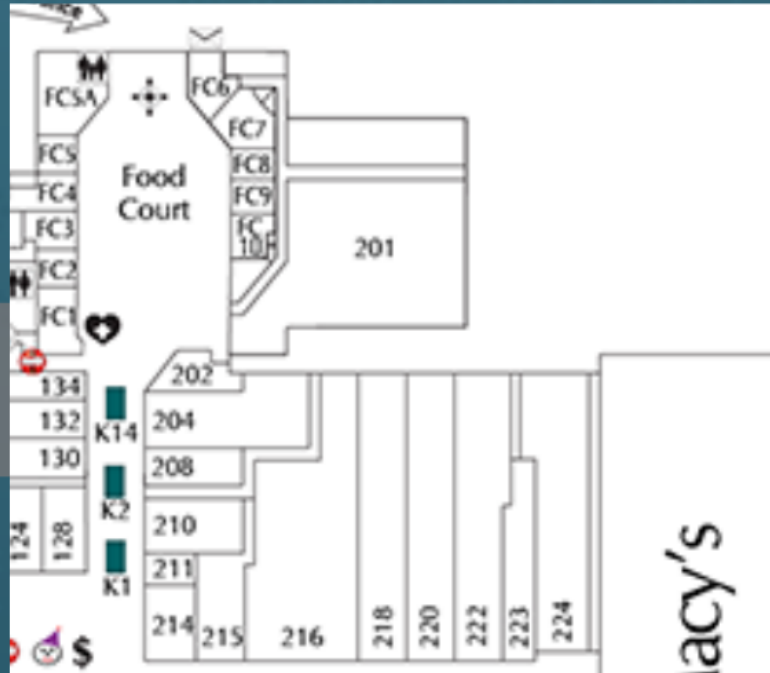
Facilities

Otiban (yahoo.answers.com)- "I went to a PacSun store the other day and the lighting in the dressing room was terrible. It was very dark as opposed to the rest of the store."

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Location

Fayette Mall- near food court



204 PacSun

208 GNC (nutrition
store)

210 Aldo (shoe store)