

# MacAfee Building Supply: Improving Performance Across Retail Stores (A)



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# Holiday cards: Hanukkah, Christmas, Kwanzaa

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# More find

A Valentine's Day, wedding, anniversary card designed for heterosexual couples



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# Picture Frame Fillers

Picture frames containing “filler pictures” of people who are Asian, Latino/a, Black or African-American, or White

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## *What I didn't find*

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- Signs/posters in the store/mall featuring individuals who are overweight
- Signs/posters in the store/mall featuring individuals who are approximately over 60
- An item that features a Native American sports team mascot
- An item that features a Native American who is not related to a sports team

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*Other Interesting Findings*





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## *Is Target a hit or a miss?*

- how difficult or easy it was to find the items on the list,
- what reactions you had while you were looking around the store,
- what messages are the store owners sending to ALL of us, and what is the overall impact,
- your overall reaction to the assignment (what you learned)

