

POLICY TYPE: EXECUTIVE LIMITATIONS  
POLICY NUMBER: L1 – TREATMENT OF CUSTOMERS  
ADOPTED: 4-08  
LAST REVISED: 3-10

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*The General Manager will not fail to ensure that our customers receive high value in our products and services.*

The GM will not:

- L1.1 Fail to offer a range of products and services that meet our customers' needs.
  - L1.1.1 Operate without a store merchandising policy – updated at reasonable intervals – that balances the needs of a diverse customer base with stated organizational Ends and the successful operation of the store.
- L1.2 Allow an unsafe or unpleasant shopping experience for our customers.
- L1.3 Operate without a system for soliciting and considering customer opinion regarding preferences, product requests, complaints and suggestions.