

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

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.