

Comics Business Evaluation Form

The information which you provide on this form will be entered into our proprietary computer program that has been designed to evaluate comics retail stores in four areas: quality of location, merchandising, marketing and profitability. This program will identify many areas of strength or weakness in your store. The accuracy of the results depends largely on the quality of the information you provide. If you have questions about completing this form please call us at 650-579-3624 between 9:00am-5:00pm PST Monday-Friday.

All information which you provide on this form is considered to be confidential and proprietary to you, and will not be made available to any person or organization outside our company except in a highly summarized basis. Completed forms become our property.

Multiple store owners should fill out one separate form for each location that they want to have analyzed.

1. Address:

Owner _____

Store _____

Address _____

Nearest
X-Street _____

Phone _____

2. Tell us About Your Store's Site Characteristics...

Area Type Urban High-Density Urban Medium-Density Suburban Semi-Rural

Visibility Can't see storefront until passing by in vehicle
 Can't see storefront from ½ block from vehicle
 Can see storefront from 1 block away+ from vehicle
 Located in shopping center

Regional Access Freeway access within 0.5 miles
 Freeway access 0.5-1.5 miles away
 Freeway access more than 1.5 miles away
 No freeways in area

Co-Tenants Music/Tape/CD Store
(check all that Movie Theatre (Number of Screens) _____
apply to site) Discount Department Store
 Supermarket
 SuperDrug Store
 Price Club/Costco/Walmart, etc. |
 Other _____

Street Type 2-lane 4-lane
 Residential street Businesses on street

(Tell us About Your Store's Site Characteristics.. continued).

Nearest

Cross-Street Type G 2-lane G 4-lane
 G Residential street G Businesses on street

Foot Traffic G Light G Moderate G Heavy

Site Type G Free-standing
 G Downtown commercial area
 G Small strip center (< 11 shops)
 G Medium strip center (11+ shops)
 G Large strip center (1+ anchors)
 G Enclosed shopping center

**Schools
within 1 mile**

Comments

# Colleges	_____	_____
# High Schools	_____	_____
# Elementary Schools	_____	_____

**Competitors
within 6 miles**

# Comics	_____	_____
# Cards	_____	_____
# Games	_____	_____

3. Tell Us About Your Merchandise Mix...

Merchandise Lines Carried in Store

(Check all merchandise categories which apply)

G New Comics	G Model Kits	G New Hardcover	G Sell Video Tapes/DVDs
G Back Issues	G Original Art	G New paperback	G Rent Video Tapes/DVDs
G Games	G Food	G Toys/Action Figures	G Used Paperback Books
G Sports Cards	G Graphic Novels	G Magazines	
G Clothing	G Gold/Silver Age	G Collector Supplies	
G Videotapes	G Posters	G Misc Newstand Mdse	
G Anime	G Non-Sport Card	G Statues/Statuettes	

Fantasy & Role-Playing Games

G No games merchandise
G Carry basic line of games/game supplies
G Carry basic games and some advanced games
G Carry full line of games and some mainstream games

(Tell Us About Your Merchandise Mix... continued)

Comics and Back Issues

Long Boxes Back Issues Displayed on Floor _____
Back Issues (pcs) in Storage) -----
New Comics Titles Carried _____
Trade Paperback Titles Carried _____

Sales by Major Merchandise Lines - Enter Pct of Total Sales

New Comics	_____%	Sports Cards	_____%	Trade Paperback	_____%
All Back Issue	_____%	Non-Sport Cd	_____%	Toys/Kits	_____%
New Books	_____%	F&RP Games	_____%	Used Books	_____%

How Do You Describe Your Store?

G Collector-Oriented (Mostly Comics & Back Issues)
G Primarily Comics plus Extensive Multiple Specialty Merchandise Lines
G Primarily Comics with Extensive Games
G Primarily Comics with Sports Cards/Memorabilia
G Primarily Games with Comics
G Primarily Trading Cards with Comics
G Primarily Bookstore with Comics
G Primarily Tape/CD with Comics
G "Pop Culture Entertainment" Store
G Other _____

How Many Stores are in Your Company? _____

What are Your Comics Sales by Publisher?

Cross-Gen _____%
DC _____%
Fantagraphics _____%
Image _____%
Marvel _____%
Other _____%

4. Tell Us About Your Marketing...

- How Many Subscribers do You Have?* _____ G Don't offer subscription services to customers
- Do Your Subscribers Pay in Advance?* GYes GNo
- Do You Give Your Subscribers Diamond Previews?* GYes GNo
- What Subscriber Discount do You Give?* _____% to _____%
- Is Your Discount Based on Volume?* GYes GNo
- What Discount do Walk-in's Get?* _____%
- Do You Advertise in the Yellow Pages?* G Basic
G Column
G Display
- Do You Advertise on Local Radio?* GYes GNo
- Do You Advertise on Local TV?* GYes GNo
- Do You Purchase Comic Collections?* G Yes G No
- How Many Comic-Cons do You Exhibit At Each Year?* _____
- Do You Maintain a Mailing List?* GYes GNo
- How Often do You Send Flyers to Your Mailing List Addresses?* _____ Per Year
- Do You Send a Newsletter Regularly to Your Customers?* GYes GNo
- How Often do You Send it?* _____
- Do You Maintain an E-Mail List?* GYes GNo
- How Often do You Send E-Mails to Your E-Mail List Addresses?* _____ Per Year
- Do You Send a Newsletter Regularly via E-Mail to Your Customers?* GYes GNo
- How Often do You Send it?* _____
- How Often do You Have Sales?* _____
- How Often do You Have Creator Appearances?* _____
- How Often do You Have Special Promotions?* _____
- How Many Days/Week is Your Store Open?* _____

(Tell Us About Your Marketing... continued)

On Average, How Many Hours per Day is Your Store Open? _____

Do You Cooperate with Other Retailers on Promotions, Appearances or Other Projects? GYes GNo

What Comics Retailer Trade Groups Do You Belong To? _____

What On-Line Forums do You Participate In?

Do You Use eBay to Dispose of Stale Mdse? GYes GNo

Do You Have Your Own Website? GYes GNo

How Often do You Update Your Website? G NA G Daily G Weekly G Monthly G Less Often

Do You Sell Stale/Excess Mdse on Your Website? GYes GNo

Do You Sell Current Mdse on Your Website? GYes GNo

Do You Have a Large Back-Issue Inventory for Sale on Your Website? GYes GNo

What Level of Editorial Content do You Offer Readers on Your Website? G None G Store News G Moderate G Extensive

Do You Display e-Commerce Mdse in Your Store or is it Kept Separate from Store Stock? GYes GNo

Do You Use a Third-Party e-Commerce Service? GYes GNo

Does Your Website have a Shopping Cart? GYes GNo

5. Tell Us About Your Computerization...

Indicate Which PCs You Own: (Check all that apply)

- G DOS-PC
- G Mac PC
- G Linux
- G Will buy within 6 months
- G None

Do You Have and Use a Modem? G Yes GNo

Do You Have Cable or DSL? GYes GNo

Do You Use Your Distributor's Electronic Order Form/Electronic Invoice, Etc.? GYes GNo

(Tell Us About Your Computerization... continued)

Do You Use Your PC to:

- G Maintain your mailing list?
- G Maintain your subscriber orders?
- G Write your distributor order?
- G Scan merchandise at Point-of-Sale?
- G Do your accounting?
- G Do your payroll?
- G Generate print or e-mail newsletters?
- G Generate print or e-mail flyers?
- G Maintain Your Website
- G Host Your Website

***If You Use Your PC to Write Your Distributor Order,
What Program do You Use?***

- G Commercial program _____
- Distributor order form program (*Check all that apply*)
- G Preview on Windows G Previews/DOS G FM International G Bulldog G Other _____
- Home-brew program (*Check all that apply*)
- G Spreadsheet G Database Manager G Programming Language

Do You Use a Local Area Network? GYes GNo

6. Tell Us About Your Store Performance...

How Old is Your Store? _____

How Large is Your Store? _____ (Sq. Feet including non-retail space)

***How Many S.F. of Retail
Space does Your Store Have?*** _____

What Were Your 2001 Sales? _____

What Were Your 2002 Sales? _____

What Are Your Est 2003 Sales? _____

***How Many Customers do You
Have in an Average Week?*** _____

***What Was Your Inventory at
the Start of Last Year?*** _____ G Wholesale dollars G Retail dollars

***What Was Your Inventory at
the End of Last Year?*** _____ G Wholesale dollars G Retail dollars

***What Did You Spend on New
Inventory Last Year?*** _____ G Wholesale dollars G Retail dollars

What's Your Annual Rent? _____

(Tell Us About Your Store Performance... continued)

What's Your Annual Payroll? _____

What are Your Other Expenses? _____

How Many F-T Staff Are There? _____

How Many P-T Staff Are There? _____

*Avg # Staff Hours Worked per
Avg Week (include your own time)* _____ (Hours)

Do You Have a Separate Office? GYes GNo

Do You Have Central-Office Staff? _____ (Persons)

*Send your completed form to:
Melchior Thompson & Associates
170 West Poplar Avenue ! San Mateo, CA 94402-1152
or Fax it to: 1-503-905-9220 anytime*