



# Member Spotlight

Retail Alliance offers members the opportunity to spotlight their businesses and share their history and success with other retailers. Each application will be reviewed carefully and if yours is selected, you will see your business published in Retail Angles, the Retail Alliance monthly newsletter.

Please email your answers to the questions below to [ksibert@retailalliance.com](mailto:ksibert@retailalliance.com) or fax to 757-455-9332. If you have any questions, please contact Kylie Ross Sibert on 757-455-9323. We require detailed answers so we have enough information about your business to create a full article. The more information we have the more satisfied you will be with the resulting article. Please provide good quality, high resolution photos to go along with the spotlight (preferably, one internal and one external). Also email a high resolution logo in color and black & white to include in the article. Please note that publication month is subject to availability.

Date Submitted: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Owner (s): \_\_\_\_\_

Website: \_\_\_\_\_

**Please answer in detail the following questions on a separate sheet of paper.**

1. When was your business established?
2. How many locations do you have? What is your business address?
3. Describe your business and the services/products you provide.
4. What made you decide to start your own business? Have you always worked in the Retail industry? If not, what did you previously do?
5. What was your biggest challenge prior to starting the business? Why?
6. What do you wish you knew then, that you know now?
7. As a retailer, what are some of the challenges that you faced? Which were the easiest to overcome, which are you still working on?
8. What has been your greatest success as a retailer? What do you attribute that to?
9. What are your future goals for the business?
10. What is the best part about owning your own business? What changes has it brought to your life?
11. What advice would you give to others who are interested in starting their own retail business?