

Scope of Sales Evaluation – Sample Themes and Audiences

Directions:

- Select themes from the current Scope of Sales.
- Use a current Inventory List to evaluate the variety of items for each audience group listed.
- Identify product development opportunities based on current assortment

Strategic Evaluation Process — Themes and Audiences

PRIMARY PARKWIDE INTERPRETIVE THEMES	AUDIENCES			
	1: General Audience / Families	2: Young Adults	3: Non-English Speaking Audiences	4: Teachers and Other Educators
Theme A —				
Theme B —				
Theme C —				
Orientation and Safety Information				
National Park System and National Park Service Mission				