

Subject: Membership Retail Book

A-8512

A. Policy. It is the policy of the club that each retail operation keeps an up-to-date Membership Retail Book.

B. Discussion

1. Each retail interaction with a member buying merchandise reveals something about his or her buying habits and preferences.
2. A Membership Retail Book is simply a place to organize and record the information learned about each member. It is as simple as recording member information in an alphabetized ledger book under each members' name. Once information has been entered for a particular member, it is easy to add more information each time that member shops.

*To access this policy in its entirety, as well as all Accounting Standards, Policies, and Procedures, visit the Club Resources International [Marketplace](#).*