

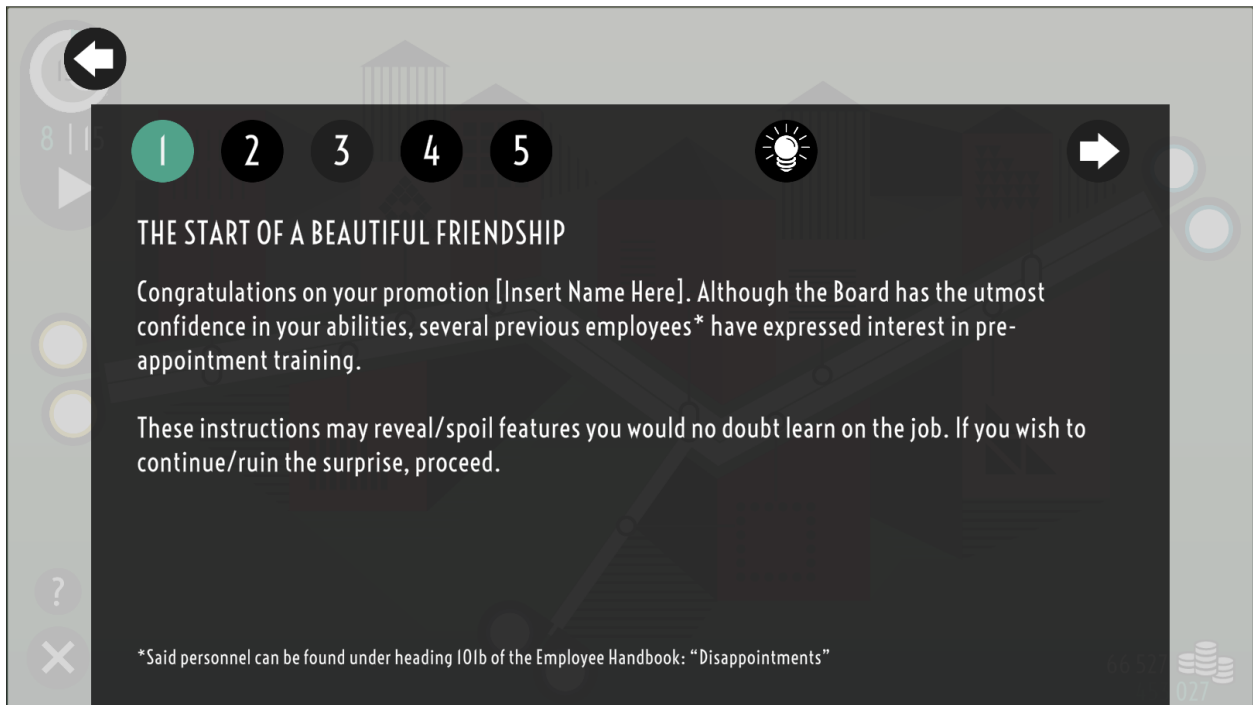
# 1

## The Start of a Beautiful Friendship

Congratulations on your promotion [Insert Name Here]. Although the Board has the utmost confidence in your abilities, several previous employees\* expressed an interest in pre-appointment training.

These instructions may reveal/spoil features you would no doubt learn on the job. If you wish to continue/ruin the surprise, please proceed.

\*Said personnel can be found listed under heading 101b of the Employee Handbook: "How To End a Promising Career."



### Neutral:

## The Start of a Beautiful Friendship

Welcome [New Employee Name Here]!

We know the first day on the job can be intimidating! Even though all relevant indicators may be observed in-game, we have kindly provided this short briefing to run you through the basics.

If you wish to continue unaided, please turn back now!

## 2

### The first rule of Retail Entrapment is...

We Know Best

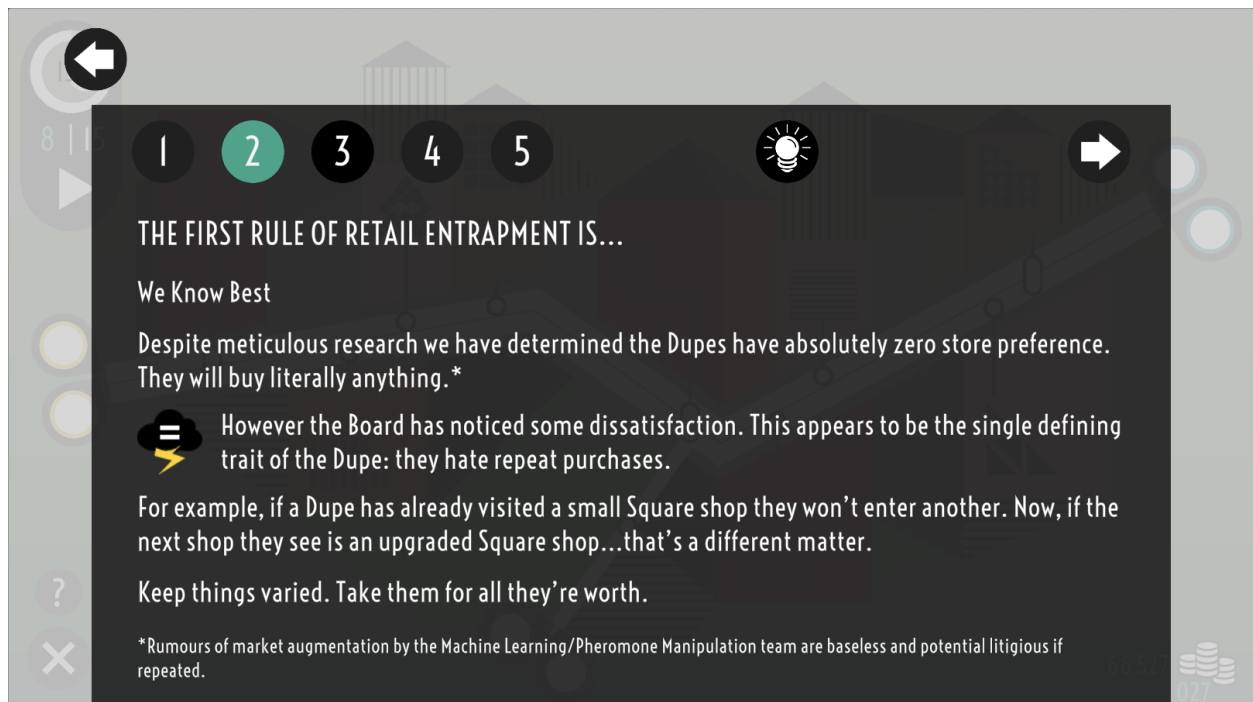
Despite meticulous research we have determined Dupes have absolutely zero store preference. They will buy literally anything.\*

However the Board has noticed some dissatisfaction [insert emoticon here]. This appears to be the single defining trait of the Dupe: they hate repeat purchases.

For example, if a Dupe has already visited a small Square shop they won't enter another. Now, if the next shop they see is an **upgraded** Square shop...that's a different matter.

Keep things varied. Take them for all they're worth.

\*Rumours of market augmentation by the Machine Learning/Pheromone Manipulation team are baseless and potentially litigious if repeated.



**Neutral**

The first rule of Retail Entrapment is...

We Know Best.

Customers (or “Dupes”) don’t care which stores you place, only the variety. For example, if a Dupe has already visited a small Square shop they won’t enter another. Now, if the next shop they see is an upgraded Square shop...that’s a different matter! If you see a lot of [insert emoticon here], it’s time to rethink your store placement!

### 3

#### Capacity is King

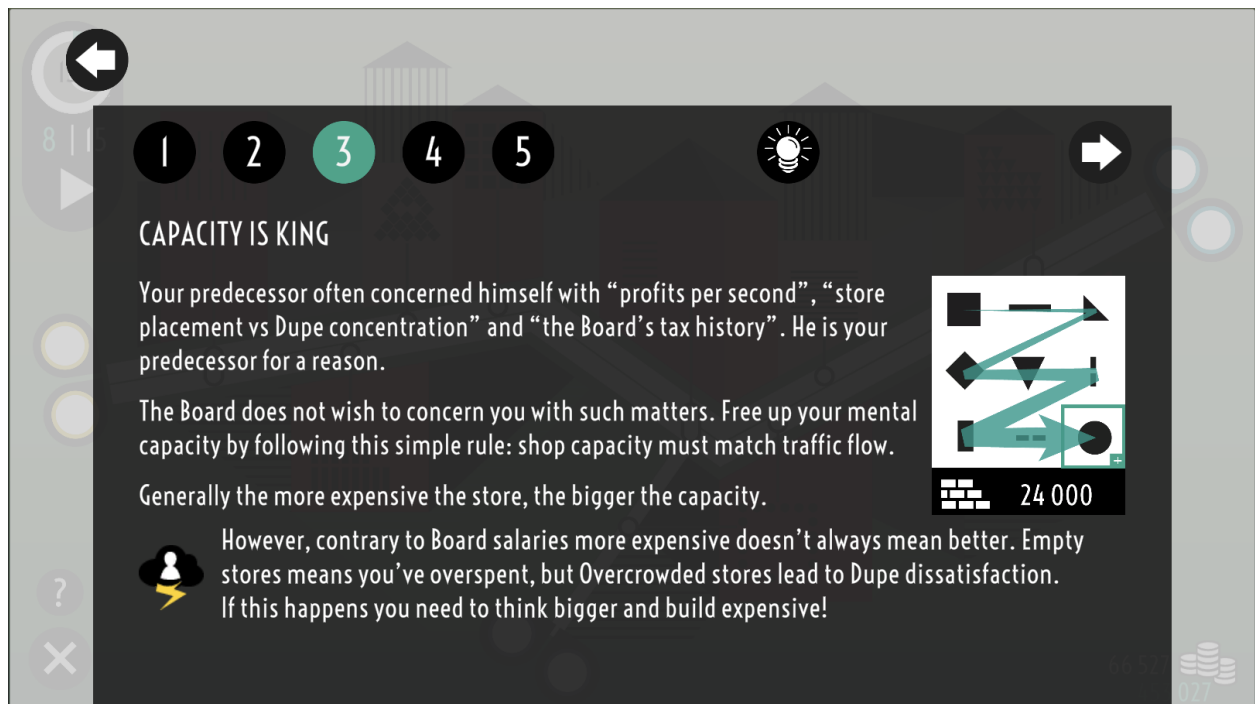
Your predecessor concerned himself with issues such as “profits per second”, “store placement vs Dupe concentration” and “the Board’s tax history”. He is your predecessor for a reason.

The Board does not wish to concern you with such matters. Free up valuable brain space by following this simple rule: shop capacity must match traffic flow.

Generally the more expensive the store, the bigger the capacity.

[image]

However, contrary to Board salaries, more expensive doesn’t always mean better. Empty stores means you’ve overspent, but overcrowded stores lead to Dupe dissatisfaction [insert emoticon here/to the side of the paragraph]. If this happens you need to think bigger and build expensive!



Neutral

#### Capacity is King

Don't worry about profits per second: the best way to ensure success is a chain of stores that are always full. But be careful! Balancing capacity can be tricky.

Stores always empty? Maybe a cheaper store would work.

Stores always full? Think bigger and build more expensive stores!

## 4

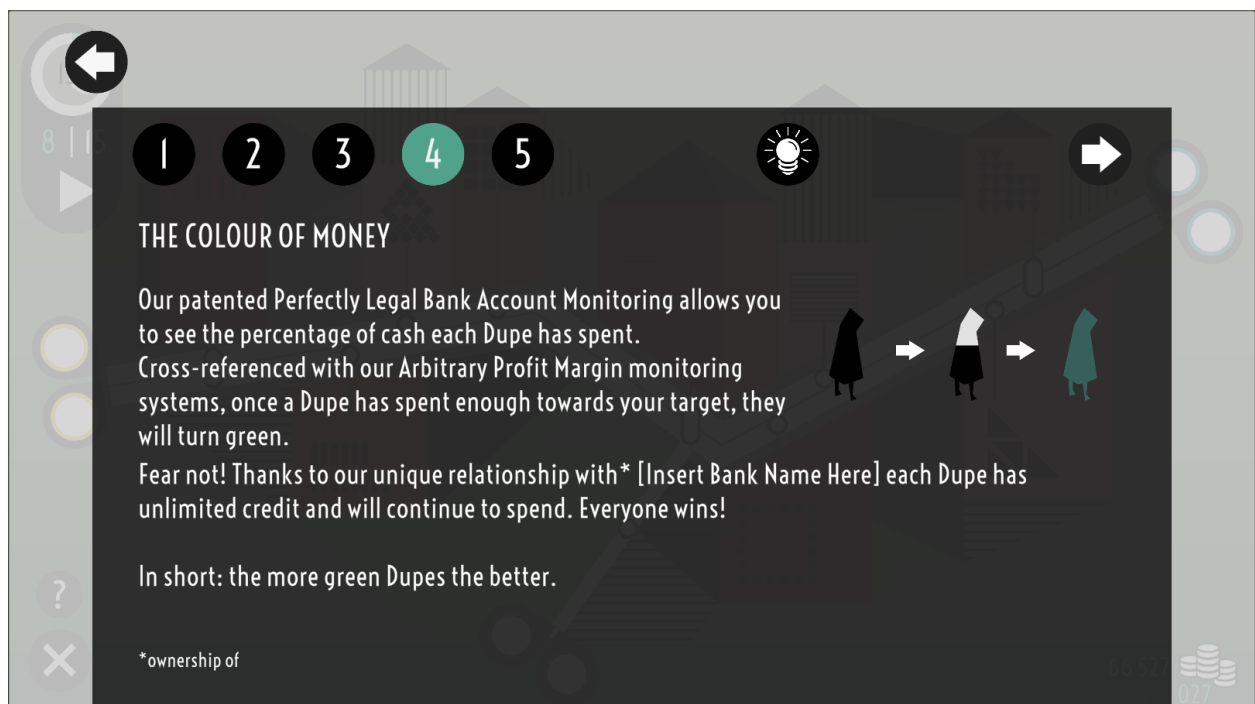
### The Colour of Money

Our patented Perfectly Legal Bank Account Monitoring allows you to see the percentage of cash each Dupe has spent. Cross-referenced with our Arbitrary Profit Margin monitoring systems, once a Dupe has spent enough towards your target, they will turn green.

Fear not! Thanks to our unique relationship with\* [Nefarious Predatory Bank Name Here] each Dupe has unlimited credit and will continue to spend. Everyone wins!

In short: the more green Dupes the better.

\*ownership of



### Neutral

### The Colour of Money

Dupes start off filled, and deplete as they spend their daily allowance. But fear not! Once Dupes turn green they're off the cash and onto the credit. The more green Dupes the better as this means they've spent a whole chunk of cash: enough to get you to your objective!

Remember: Green Means Go!

# 5

## Dupe-licity

Dupes are simple creatures.

[chart]

As Word of Mouth spreads, more Dupes will stampede towards your stores\*.

Some entrances have a higher frequency than others (colour coded for ease of use) and they will ALL attract more over time as seen here. Please plan accordingly.

The number of Dupes waiting at each entrance is also worth keeping an eye on.

[gauge image]

A green entrance will track almost perfectly to Square stores, as long as you upgrade in time!

[Square]

Similarly, a purple entrance will match with Line stores [Line]

\*please see Employee handbook section 56x, "Code Black: When To Abandon Your Post", for more information on Dupe stampedes.

The screenshot shows a game interface with a dark background. At the top, there are five numbered buttons (1-5) and a lightbulb icon. Button 5 is highlighted in green. Below the buttons, the title 'DUPLICITY' is displayed. The text reads: 'Dupes are simple creatures. As Word of Mouth spreads, more Dupes will stampede towards your stores\*.' Below this, it says: 'Some entrances will have a higher frequency than others (colour coded for ease of use) and they will ALL attract more over time as seen here. Please plan accordingly.' To the right of the text is a line graph with four lines: purple, green, blue, and yellow. All lines show an upward trend over time. Below the graph, there is a gauge icon and the text: 'The number of Dupes waiting at each entrance is also worth keeping an eye on.' Further down, it says: 'Green entrances track almost perfectly to ■ stores, as long as you upgrade in time! Purple entrances match with — stores.' At the bottom, a footnote reads: '\*please see Employee handbook section 56x, "Code Black: When To Abandon Your Post", for more information on Dupe stampedes.' The interface also features a back arrow, a forward arrow, a question mark, and a close button.

Entrance Color	Frequency (Relative)
Purple	High
Green	Medium-High
Blue	Medium
Yellow	Low

## **Neutral**

### **Dupe-licity**

Dupes are nothing if not predictable. The boys in research cooked up this chart showing how each entry point relates to Dupes over time.

Some entrances points will have a higher frequency than others (colour coded for ease of use) and they will ALL attract more over time as seen here. Please plan accordingly.

The number of Dupes waiting at each entrance is also worth keeping an eye on.  
[gauge]

### **Spoilers Slide.**

Congratulations! You have completed Retail Entrapment 101. Do feel free to stop here and get to work.

The final page contains information for Senior Management eyes only, which some may find “ruins” the “fun” of commercial profiteering.

In other words: spoilers ahead.

Lots.

You have been warned.



