FIG. 1

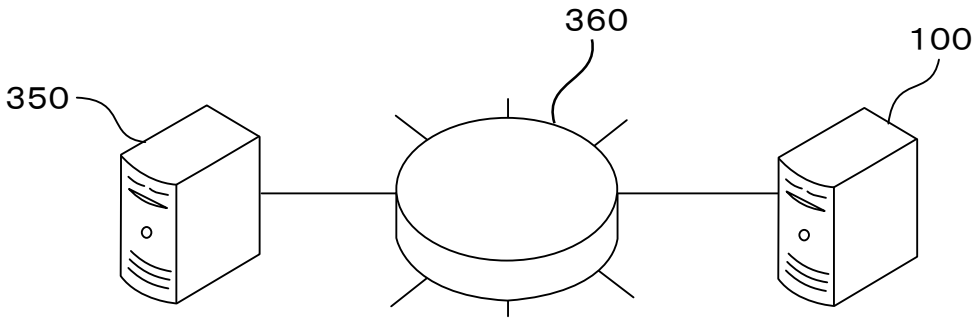


FIG. 2

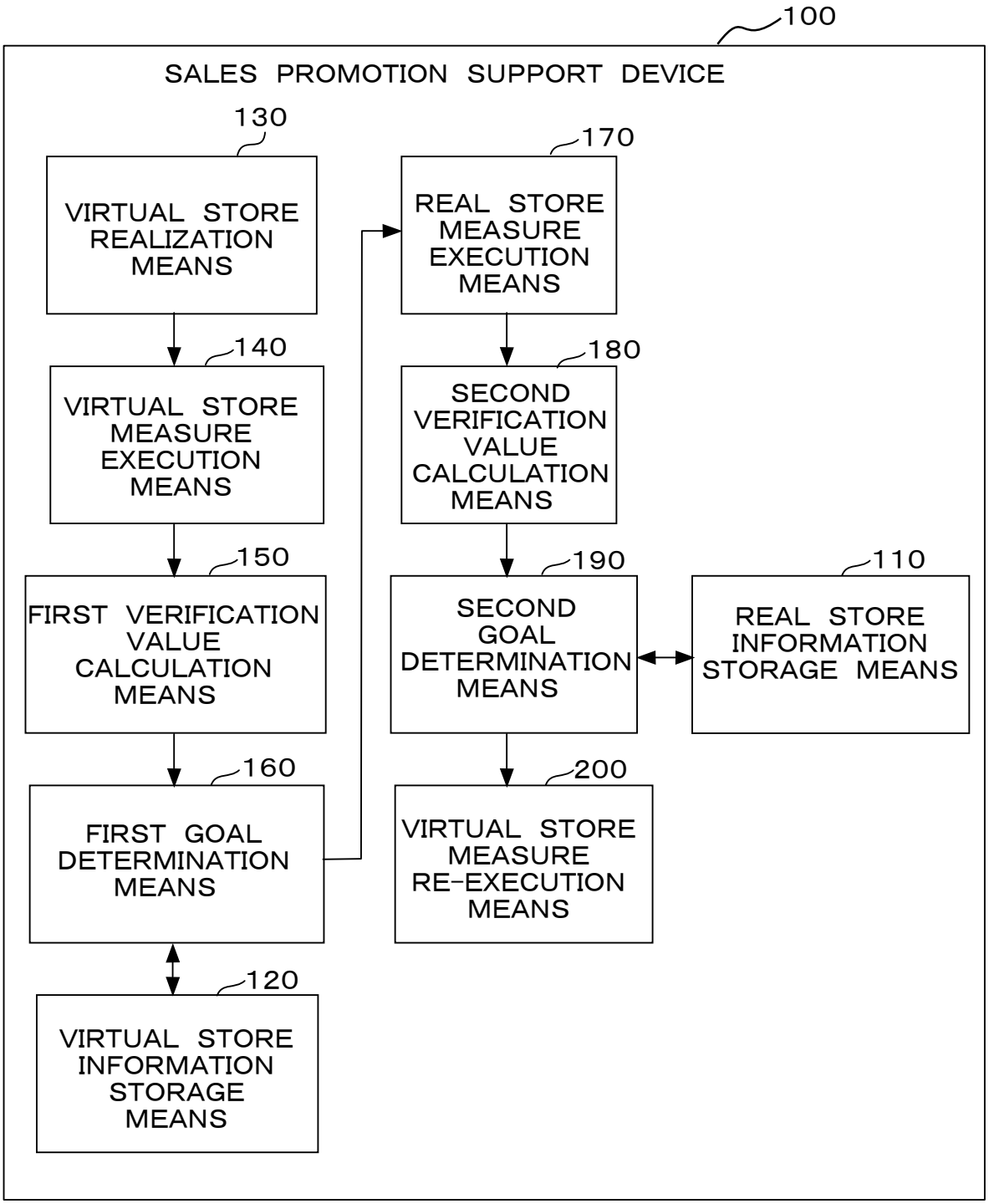

100
SALES PROMOTION SUPPORT DEVICE
130
VIRTUAL STORE REALIZATION MEANS
140
VIRTUAL STORE MEASURE EXECUTION MEANS
150
FIRST VERIFICATION VALUE CALCULATION MEANS
160
FIRST GOAL DETERMINATION MEANS
120
VIRTUAL STORE INFORMATION STORAGE MEANS
170
REAL STORE MEASURE EXECUTION MEANS
180
SECOND VERIFICATION VALUE CALCULATION MEANS
190
SECOND GOAL DETERMINATION MEANS
110
REAL STORE INFORMATION STORAGE MEANS
200
VIRTUAL STORE MEASURE RE-EXECUTION MEANS

FIG. 3

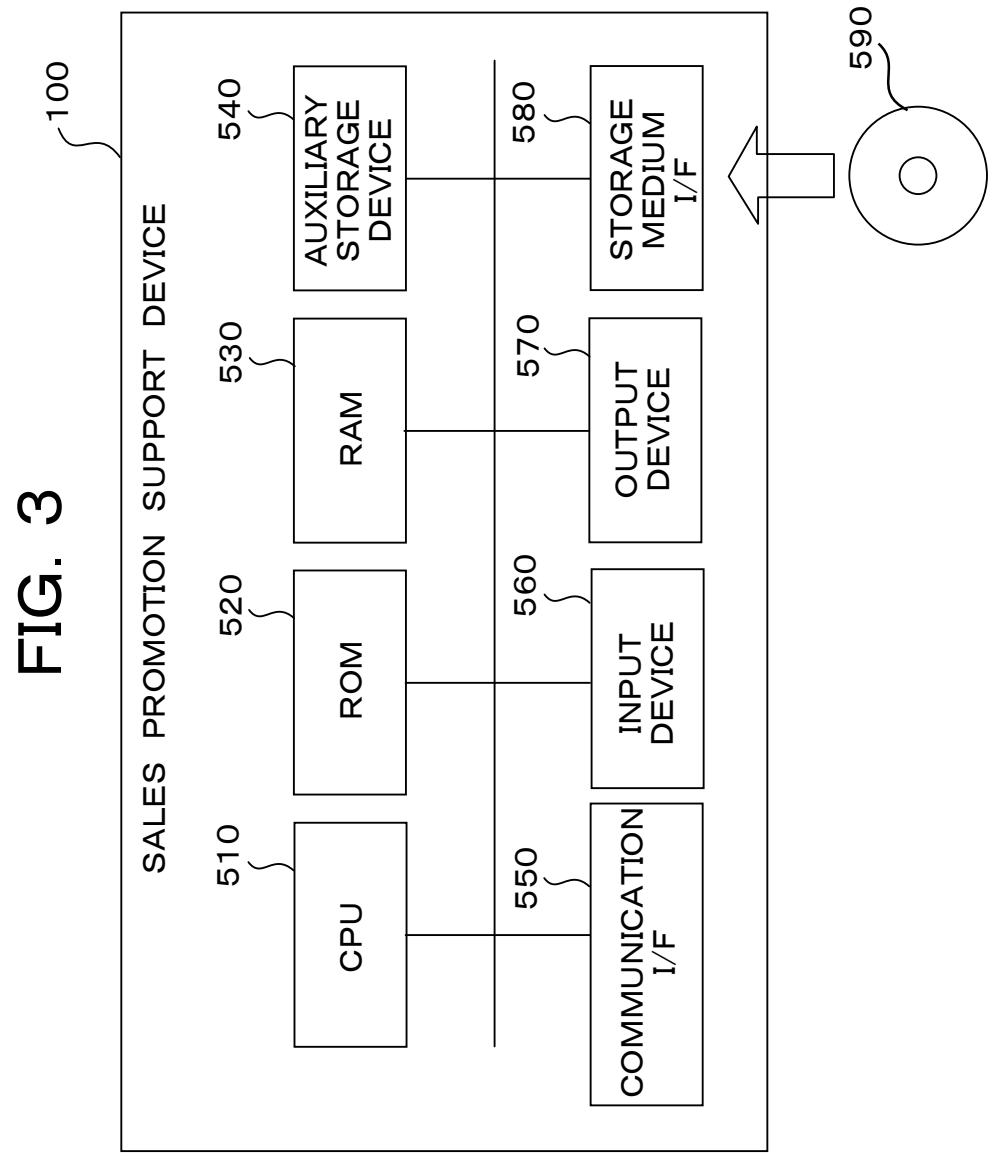
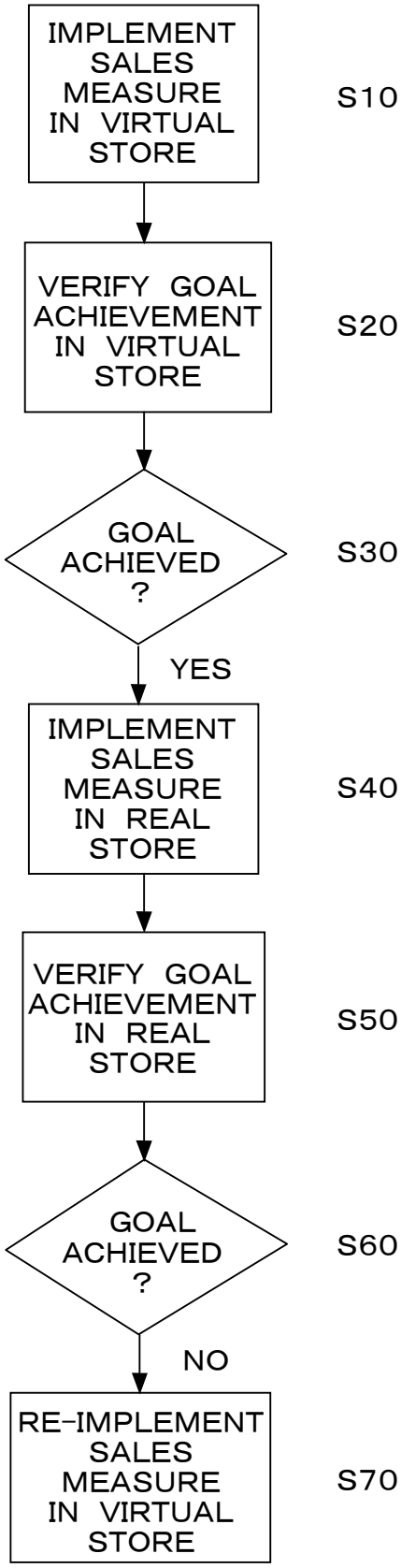

100
SALES PROMOTION SUPPORT DEVICE
510
CPU
520
ROM
530
RAM
540
AUXILIARY STORAGE DEVICE
550
COMMUNICATION I/F
560
INPUT DEVICE
570
OUTPUT DEVICE
580
STORAGE MEDIUM I/F
590

FIG. 4


IMPLEMENT SALES MEASURE IN VIRTUAL STORE
S10
VERIFY GOAL ACHIEVEMENT IN VIRTUAL STORE
S20
GOAL ACHIEVED ?
S30
YES
IMPLEMENT SALES MEASURE IN REAL STORE
S40
VERIFY GOAL ACHIEVEMENT IN REAL STORE
S50
GOAL ACHIEVED ?
S60
NO
RE-IMPLEMENT SALES MEASURE IN VIRTUAL STORE
S70