

# iPod Heist

It was an ordinary chilly Friday night when Leo was informed of an amazing iPod deal from his friend over aim. Shocked at the possibility of saving 36% he quickly informed his roommates and friends about this deal. The next day, he researched the deal himself and learned it didn't start until Sunday. He's counting down the hours until Sunday and bright and early he begins calling nearby Target stores to check the stock on a sonic mp3player. Unfortunately, these three Targets had full stock and so we all waited patiently. That night around 8 p.m., the target in Pinole ran out of stock; amazed, him and his roommates rushed to Pinole to start the fight for an iPod. They drove all the way to Pinole in the rain to go to Target at 8 pm., what an adventure. When they arrived, they quickly went to Guest services to get three rain checks. This was the easy part. They confronted the Electronics' employee and he gave the argument that the iPods were not within the price range of the item that was advertised, so they could not give the substitution. He also talked to the manager, but they didn't hear what they babbled about. After their failure, they returned home determined to formulate a more defensive plan for tomorrow.

The following day, Monday, Leo decided to call Target corporate office to see what the actual Target policy on substitutions was. He called the office three times and received three different stories. Two of these representatives spoke with managers at Pinole and tried to convince them of their policy. Hijab also called the corporate office and convinced someone to email her their policy. As they waited for the e-mail, Leo continued to call the Target stores and check on inventory. They were too anxious and couldn't wait for the e-mail and so as soon as Leo put his laundry in the dryer, Leo, Hijab, and James Z went to the Pinole Target. They entered, Hijab got her rain check and the three of them charged into the electronics department. This is where all the excitement begins.

They asked the employee how many sonic mp3s they had left. When they learned there were still 3 left...they were shocked but they knew that they needed to do: Buy them out, and go for the iPods. Leo spoke with the employee and informed him that they would like to purchase all three sonic mp3s and substitute three more iPods using their rainchecks. Without hesitation, the employee refused. Hijab stepped up to the plate and told them about Target's policy about substitutions, which is that as long as the first three DCPI numbers match and the item is within the same department, a substitution can be made. The employee still refused to give in so he called his manager over the walkie talkie. Shortly after, a lady comes by and is informed of the situation. At first, she says okay because her reasoning was that the sonic mp3 player was an mp3 player and the iPod was also an mp3 player, so the substitution can be made. But as she ponders about it some more, she changes her mind and says no. Again, they tell her the Targets' policy and inform her they have already received approval from the corporate office. She was still reluctant to give us the substitution so she decided to call the corporate office. Leo told her of Amy, whom he talked to in the morning and they both chatted. In the end, Amy talked to Leo and explained to him that even though he has proof of a receipt that another target was able to honor this substitution, she could not help this case in convincing this store manager to do the same. He thanked her and hung up the phone. Soon after, the manager struck them with another argument (she was searching for anything!) that they still had the mp3 players left so they told her that Leo was going to buy it all and get the iPods as well. The expression on her face was a "Kodak" moment. She replied, "You are going to buy it ALL?" Leo replied with a loud and

resounding, “YES!” Then she says that she has other similar mp3s that she could substitute, but not the iPods. They answered, “How many do you have?” The employee goes to check and says, “9.” They decide they’ll buy them all. By this point, the employees have figured out what the motivation is...to get the iPods discounted no matter what. Another store manager was called. The situation was explained and he refused. However, when they pushed him further they learned he misunderstood the deal. He thought that they wanted the \$300 iPod for \$77. They quickly replied telling him that all they wanted was the 36% off on the iPods through the substitution method. He was like, “Oh!”, just give it to them. He also added that this would be a one time thing. Joy overcame their faces. Even though, Leo had to buy the 3 sonic mp3 players...the iPods ( 3 minis and 1 20GB)were theirs and they saved 36%. AMAZING! \ Unfortunately, the only color they had left for the mini was pink, but this would be fixed.

End of part 1 picture time! (By JZ)

Explanation to the picture below titled BattleWithTargetPart1.jpg:

#1: The super receipt where Leo bought out the 3 sonic players at 77 dollars each and then scored a 20 gig for himself and a mini for his sister Leneve.

#2: This is where I come in, finally after the iPod hard drive crash of my old 20 gig Gen 2, I was once again be able to have another iPod, only this time it’s better and smaller and CHEAPER!

#3: This actually goes to story #2.

#4: For all her hard work she putted in, Hijab was able to also get herself an iPod mini also.

#out of picture: The left over rain check we held proudly out of the Pinole Target along with the clearance of their entire store’s iPod stock.



#4  
Hobbit  
Mini

02/21/2005 12:43 PM  
RECEIPT EXPIRES ON 05/22/05



A receipt dated within 90 days  
required for ALL returns & exchan  
Giving a gift? Include a gift re

057100121 APPLE M9435 T  
36% off \$249.99  
SUBTOTAL 159.99  
T = CA TAX 8.2500% on 159.99  
TOTAL  
\*0441 MASTERCARD CHARGE

RECEIPT ID# [REDACTED]  
VCD#75254535

Save ALL Receipts  
Give Gift Receipts & Gift Cert  
Ask about Receipt Lookup

#3

STAY TUNED  
PART 2!

02/21/2005 12:43 PM  
RECEIPT EXPIRES ON 05/22/05



A receipt dated within 90 days is  
required for ALL returns & exchanges.  
Giving a gift? Include a gift receipt

057100121 APPLE M9435 T 159.99  
36% off \$249.99  
057100274 APPLE M9262A T 191.99  
36% off \$299.99  
SUBTOTAL 351.98  
T = CA TAX 8.7500% on 351.98  
TOTAL 382.78  
\*0441 MASTERCARD CHARGE 382.78

RECEIPT ID# [REDACTED]  
VCD#750254236

Save ALL Receipts  
Give Gift Receipts & Gift Cards  
Ask about Receipt Lookup



#2:

02/21/2005 11:42 AM  
RECEIPT EXPIRES ON 05/22/05



James Z's  
Mini

A receipt dated within 90 days is  
required for ALL returns & exchanges.  
Giving a gift? Include a gift receipt

057100121 APPLE M9435 T 159.99  
36% off \$249.99

SUBTOTAL 159.99  
T = CA TAX 8.2500% on 159.99 13.20  
TOTAL 173.19

\*8021 DEBIT TOTAL PAYMENT 173.19

RECEIPT ID# [REDACTED]  
VCD#752284334

Save ALL Receipts  
Give Gift Receipts & Gift Cards  
Ask about Receipt Lookup



CRAZY:

3 sonic buy out

+ Leo and

Leneve s

20G + Mini

02/21/2005 11:39 AM  
RECEIPT EXPIRES ON 05/22/05

A receipt dated within 90 days is  
required for ALL returns & exchanges.  
Giving a gift? Include a gift receipt

057100570 SONIC 5070 T 231.00 ↓  
3 @ 77.00  
057100570 APPLE M9262A T 191.99  
36% off \$299.99  
057100121 APPLE M9435 T 159.99  
36% off \$249.99

SUBTOTAL 582.98  
T = CA TAX 8.2500% on 582.98 48.10  
TOTAL 631.08

\*6855 MASTERCARD CHARGE 631.08

RECEIPT ID# [REDACTED]  
VCD#758251036

↓ INDICATES SALE PRICE

Save ALL Receipts  
Give Gift Receipts & Gift Cards  
Ask about Receipt Lookup

They had four Ipods and needed two more. The next adventure begins at the Albany Target. On our drive there, Leo called his other roommate James L. and told him that they were successful, and then asked Jack if he wanted one. He hesitated at first, but gave in and said, "Yes." In the parking lot at the Albany Target, they planned their next move. Leo walked to Guest services to get extra rain checks as the other two (Hijab and James Z.) headed to the electronics department to figure out how many iPods were in stock. They asked the employee to substitute the sonic mp3 player for an iPod. At the same time, this other asian female employee says that they could not substitute because the rain check does not say that we can substitute at the bottom. They quickly refuted by saying that none of the rain checks say that anymore and the other employee basically told her to go away. She obviously didn't know what she was talking about. In any case, they told the original employee about Targets' policy and he told them to wait while he contacted his superior. They briefly chatted over the walkie talkie and he said that he could not substitute it for them. They then told asked to speak to his manager, and he told them to wait once again. The manager came and again they explained the situation. He had a befuddled look on his face after they explained the situation to him. The two employees then went out of our site and talked. Shortly after, they came back saying that they had one sonic mp3 player in stock. Leo quickly told them, he would buy it still wanted to substitute 2 Ipods. While we were waiting, another customer came and bought the only Silver ipod they had (at full price) and so they were stuck with pink again. He quickly became silent once again. After some pondering, he gave in and said it was okay to do the substitutions. The three were relieved and they unanimously said, "Thank you!" As they waited for the original employee to finish servicing another customer, the manager came up to us and struck a conversation with them. He told them that what they were doing was within the rules and that they won't get arrested or anything of the sort. He asked them if they were in school and they told him that they all went to the same college. He responded by saying, "You guys are smart. This is definitely something you can do. You're definitely using your education, stay in school!" They chuckled and Leo jokingly told him that he should get an iPod for himself. He sincerely said that he couldn't do that for various reasons. In the end, they did not have to buy that one sonic mp3 player and they bought all the iPods from this store as well. In comparison of the two Targets, this Target was the easiest and friendliest. If anybody needs to do some shopping at Target, go to the Albany one, they have nice and humorous employees. As Hijab and James went to put the iPods in the car, Leo waited in line at the Guest services so that he could return the three sonic mp3 players that he had previously bought from the other store. The only issue now was the 15% restocking fee. He casually walked up to the Guest services representative and told the lady that he would like to return these. He gave her my credit card and shortly after, she credited the correct amount back to the card without charging me the 15% restocking fee. He was surprised, shocked, and over joyed that no additional fees were charged. He told my two partners in crime; the three of them couldn't stop smiling! They had exactly six iPods (4 mini + 2 20GB). The only problem now is that all the iPod minis were pink. They drove away from the Target while discussing their success and headed back to Leo's apartment to divvy up the loot. By now, it is 1:00 p.m. and they started our adventure at 10 a.m. This concludes the journey of obtaining the iPods, the next section will discuss the commotion at the apartment and later that night, the adventure to another Target at San Francisco (SF).

They returned to the apartment and Leo had to make a detour to the laundry room because my clothes were still in the dryer since 10 a.m.! Every congregated in the living room and then Leo,

James Z, and Hijab told them about their adventure. Jack was cooking lunch while James L. was playing games at the time. The most interesting fact they liked were the complements of the manager at the Albany Target. They scanned the receipts and took some group photos of the iPods. The only thing that was amusing was that all the mini iPods were pink! Because of that, nobody could open their merchandise. To solve this, James Z. started to call the Targets in SF. Surprisingly, one of the Target stores had five silver iPod minis left. They quickly made arrangements to infiltrate that Target that night. They all planned to go out for dinner at SF, so that is why we went to that Target.

As 6:00 p.m. rolled around, they all went to SF to exchange the colors of the mini iPods and Leo told them that we should attempt to buy out their iPods as well. This is due to the fact that Leo's best friend at home originally could not get the iPod deal. They arrived and decided to exchange their iPods before they bought more. The funny thing was that everybody was dressed in black except for Leo (blue sweater) and two of them had trench coats on. They were pretty intimidating; as if they were part of the "good deals on iPods" mafia. Leo got two more rain checks while the rest went to Guest Services to exchange the iPods. There was a slight complication with the exchanges, but relatively insignificant. After the exchange was completed, Jack and James L. returned to the car to drop off the precious iPods while Leo, James Z, and Hijab headed to the Electronics department for one last heist. The first manager they approached somewhat believed their story, but was still confused enough to call up another manager. The other manager came and said that she could not sell the iPod to them with that discount because she claims that the iPods are a "hot item." No matter what other arguments they threw at her, her only rebuttal was that the iPods were a hot item. Their arguments had substance and they had evidence to prove to her that it works. But she refused and probably because they already got their iPods, they were not as persistent at this particular store. Sadly, they left the store empty handed and headed towards Emeryville to eat dinner at Pasta Pomodoro. They all had a great time getting their iPods. The adrenaline rush and the success made the day worthwhile. The now all use their iPods happily ever after.

Some images:

