**Fashion Merchandising – 2015**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Find 3 classified ads for retail space in the Fairfield County area. Choose one that you would use for your retail establishment and state why you chose it. (5)

Determine the actual payroll for a small retail business (with at least 5 employees in a part time/full time mix). You will need to come up with store hours in order to do this. In a real payroll scenario, you would need to include additional costs (i.e. unemployment, payroll company fees, etc.), but you do not have to consider those for this exercise. (15)

Create a spreadsheet showing at least 10 items that you would purchase wholesale to sell in your retail establishment – include a link so that I can view the item. (You can do this by searching for a website that sells wholesale.) (10)

Determine the total number of each item that you would purchase and the cost to you (wholesale). (10)

Calculate the price that you would charge for each item in order to cover your overhead costs. (10)

Is this a realistic scenario? Why or why not? What were you surprised by through your research? What costs caused your number to change significantly? How could you reduce those numbers without damaging your business results? (20)