**Fashion Merchandising**

**Positioning A Retailer**

Read chapter 13 in your textbook. Choose a retailer (either in a shopping center, stand-alone building, or mall) and complete the following questions. Cite information and make connections to material from your book.

1. State the store name, type of store, image, and fashion level. (4 points)

2. Who is this store’s target market and how do you know? (5 points)

3. Name two other retailers that are direct competition and two other retailers that are indirect competition for this store. Explain how they compete/what they compete over. (4 points)

4. Where is the store located? Analyze the location; include the type of stores in close proximity and the type of store cluster represented. Include a photo of the store and its setting. (5 points)

5. Provide 3 specific examples of items carried by the retailer and describe the depth and breadth of selection. (6 points)

6. Exterior appearance: Compare the exterior of the store to other retailers in close proximity. Describe the visibility, convenience of parking and entry/exit (for vehicle as well as foot traffic). (5 points)

7. Analyze the store signage and other features of its external appearance. What messages does it send and what image does it project? How do you know this? Include at least two photos illustrating your findings. (5 points)

8. Interior appearance: What sort of colors are prevalent in the store (referring to the physical building, not the merchandise being sold)? What kind of flooring, wall, and ceiling treatments are being used? Include at least two photos of the interior that illustrate your findings. (5 points)

9. Describe the “traffic flow” inside the store. How do the traffic flow and sight lines work together or “fight” with one another? (3 points)

10. Describe the sales and promotional strategies seen in-store. How does the promotional signage coordinate with the location of sales representatives and check out areas? What sort of pricing strategies do you see and why do you think the retailer has had to resort to these strategies? (5 points)

11. Other observations (furniture, music, lighting, temperature, odors). How does this retailer cater to the notion of “entertainment plus shopping”? (5 points)

12. Present your findings to the class – photos should be projected on screen. Please let Ms. Bien know what store you are choosing to highlight so there will be no duplicates. (10 points)

Total points: 62

Due on: January 13, 2016 - 2 points will be lost for each **DAY** late, if not submitted by 1/15/16 you will no longer be able to present to the class, resulting in an additional loss of 10 points