**Retailing Compare/Contrast Project**

***With ONE other person (read: partners!) you will pick 2 different retailers to compare/contrast. My expectation is that you complete this assignment online as well as in person so be sure to pick retailers that you will be able to visit over the next week or so.***

Questions:

Here are 8 questions that need to be answered and included in your Retailing Project.  As you begin your research (in person at the store locations and on the net) keep all your info together until you get the project rubric.  I'd like for you to create 2 additional questions/answers that are specific to your project and that the class would find interesting and useful to know!

Thanks!

1. The company's main target customer is... (use demographics to describe…we will discuss demographics in much more depth as time progresses but for now do a rudimentary search on what demographics cover)
2. Visual merchandising (ie. How is the store laid out? Is it appealing?) ... how is it accomplished in your company?
3. What product assortment is offered?
4. What services are offered?  Are they complimentary (free) or part of what they sell?
5. Is the outside of the business attractive and inviting? Please describe in detail.
6. Were you acknowledged upon entering the business? How?
7. Did the atmosphere of the business feel welcoming? Describe in detail.
8. Cleanliness of store environment.  C-N-T  (clean, neat, tidy) Describe in detail the "atmosphere" you feel the company is trying to create.  Is it the same at both locations?
9. Is the atmosphere attractive? Signs clear and communicative? Lighting? Music?
10. Projected annual sales?
11. Actual annual sales?
12. Where do these 2 locations "rank" within the company as a whole?
13. & 14. Created by you.

**Written paper: Writing assignment checklist:** ***12 pt Times New Roman, 2 page minimum, double spaced, MLA***

1.  Content:  Written work should focus on the comparing and contrasting of your team's chosen 2 retail stores

     A.  All questions (provided earlier) are answered clearly

     B.  Writing has an interesting main idea and support ideas

     C.  Ideas and Details are included to support and develop the main topic

     D.  Good use of language

2.  Form:  Introduction, body, and conclusion

     A.  Descriptive, appropriate language.  Make it unique!  Capture the reader's attention.

     B.  Details are arranged logically and are appropriate to the topic

     C.  Coherent, well constructed paragraphs

3.  Mechanics  (always re-read it out loud to yourself to "hear" what you have written and are trying to communicate)

     A.  Correct grammar and usage

     B.  Correct spelling, capitalization, and punctuation

**PRESENTATIONS:**

* All team members must be present
* Everyone must be present at all presentations (part of grade)
* Each team member must equally talk/presenting
* Dressing nicely could be part of “image” (being part of the presentation)
* Due dates for each portion will be announced in class