**Site Location and Store Design Project**

**Retail Merchandising**

**60 Points**

Task: You will be creating a Presentation to share with the class based upon your retail business that you have been working on throughout the semester. Complete the steps below and then save your presentation.

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| **Part** | **Project Process** | **Points Available** | **Points Earned** |
| 1 | Create a Title Slide with your name and your store’s name. | 5 |  |
| 2 | Using the internet, select an available location in your community, or a surrounding community if need be. Justify why you believe it is a good location. | 5 |  |
| 3 | Include a map of the surrounding area. Locate your store and mark the surrounding traffic patterns. | 5 |  |
| 4 | Identify the type of store location. (business district, shopping center, freestanding location) Identify the major retailers and list the type of merchandise sold by them. | 5 |  |
| 5 | Describe the effects you would use in the store to create the atmosphere and image you want. Include pictures of bags & packaging, colors, fixtures & equipment, lighting, music, and scents. Use as many slides as you need here . . . | 10 |  |
| 6 | Design the layout of your store. This may be done on graph paper to pass around during your presentation or on the computer. Be sure to shade specific areas to show the different space in the store. | 15 |  |
| 7 | Design your storefront. This can be done on the computer – or by hand as before . . . be sure to include front windows, front door, and your store sign. | 10 |  |
| 8 | Grading Sheet turned in before presentation. | 5 |  |
|  | TOTALS | 60 |  |