**Retail Merchandising**

**55 Points**

Create a PowerPoint presentation describing the different activities retailers are responsible for. Complete the slideshow in the following format. Grading: 5 points for Title Slide, 5 points per slide for WHAT, WHO, WHY, WHERE and WHEN.

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| --- | --- | --- | --- | --- | --- | --- |
| **Slide** | **WHAT Activity?** | **WHO does it?** | **WHY does it need done?** | | **WHERE is it done?** | **WHEN is it done?** |
| 1 | Your Name, Name of Store you are doing | | | | | |
| 2 | Buying Merchandise | Owner | Has purchasing authority | On the internet, and miscellaneous items by phone. | | Large orders are placed weekly, individual items daily. |
| 3 | Determine Selling Price | Owner | Has authority, knows cost. | In his office. | | During the day. |
| 4 | Storing Goods Purchased |  |  |  | |  |
| 5 | Advertising/  Promoting Products |  |  |  | |  |
| 6 |  |  |  |  | |  |
| 7 |  |  |  |  | |  |
| 8 |  |  |  |  | |  |
| 9 |  |  |  |  | |  |
| 10 |  |  |  |  | |  |
| 11 |  |  |  |  | |  |