**Retail Merchandising**

**12 Points**

Directions: Explore the retail environment through your favorite retailer! Create a PowerPoint Presentation with the following information in it.

1. What store have you chosen?
2. What kind of merchandise does this store sell?
3. Why do you like this store? Explain.
4. How long has this store been in business?
5. What two similar stores compete with your favorite store?
6. What advantages do the competition stores have over your favorite store?
7. What advantages does your favorite store have over the competition stores?