

Group Project Homework

Design and Research Process

Step 1: Design your store layout, merchandising planogram, and window display.

Step 2: Then conduct one-on-one in-depth interview with your target consumer.

Step 3: Analyze the findings and use it to improve your design.

Step 4: Prepare a presentation due April 22. I will be reviewing each team's work to prepare you for the final presentation. Good luck and have fun na ka 😊

Designining...

- **For your project next steps which will be judged on CREATIVITY, PURCHASE INTENT, STRATEGIC FIT**

A. You are challenged to design your store layout. Please make sure it follows the trend, include experiential marketing and interactive with customers.

- You are to design both the interior and exterior of your retail.
- Please be as detailed as possible and use guidelines on the text (chapter 17) to design your layout, it should generate as much profit and revenue as much as possible (example supermarket layout)
- Create signage and store name and logo

B. You are challenged to design your merchandising Planogram by

- Breadth and Depth of Product and Services
- Detail of products/services- menu (should be exclusive), and pricing

C. You are challenged to design your window display – main attraction at front end to bring in customers

Due on April 22, you will be reviewing your presentation group work with me

Enjoy your Break naka! 😊

Consumer Research

- Conduct Consumer one to one in-depth interview: for one student per one customer in your target group
- Your objective is to find out your customers' attitudes about your new retail and how you could improve them.
- Results should measure customers purchase intention.

Questions to focus on:

- 1. What does your customer like about your new retail?
- 2. What does your customer dislike about your new retail?
- 3. What to improve about your new retail?
- 4. Any other suggestions