

DUE: Tuesday, April 13th (10:00PM) in Canvas

Students are assigned groups (see Canvas under Files/Group Project/Final Project). Student groups should identify a retail company that has a brick-and-mortar store (NOT a restaurant) in the Auburn area. (No more than 3 downtown Auburn Boutiques are allowed.) Your retail company should still be open for business and serving customers at some capacity. Sources can include the interview, company website, local newspapers, phone/Zoom interviews, online credible articles.

Ideally, you should INTERVIEW the owner/manager (either by phone, Zoom, or in person) for this project. If this is not possible, please contact me ASAP.

You will submit a well-written 5-7 page double-spaced report (Arial, 10pt font) for this project in Canvas.

REPORT REQUIREMENTS: **Be sure to include all sources in your report (MLA or APA format)*

Answer the following questions (in report format):

- Identify the company you chose and why. Provide some company history. (Include the number of bricks-and-mortar stores, e-tailing presence, and marketing strategies.)
- Who is the company's competition? What intratype and intertype competition do they face in the Auburn market?
- Present the company's Mission Statement
- Conduct a SWOT analysis (chart)
- Define its Retail Strategy and describe the strengths and weaknesses of that retail strategy? (e.g., Who is their target market? What is their retail mix?)
- Describe its Supply chain (I understand if you cannot get this information. If you cannot then just indicate so in your report.)
- Present its Location Characteristics
- Assess the Store Layout & Design
- Any unique positioning prior to COVID-19?

In light of COVID-19:

- Has the retailer changed its policies, services, product line, etc...to meet customer needs?
- Does this retailer have a competitive advantage over similar stores? Can they retain this advantage or achieve an advantage over their competition?
- What unusual opportunities and/or threats do you foresee in the near future? In the long term future?
- What recommendations would you make to senior management?

PRESENTATION REQUIREMENTS:

Presentations should be a 8-10 minute PowerPoint and include a summary of your report. Your presentation **MUST** include your recommendations (and the “why” behind the recommendations.) Presentations will be made during class beginning Wednesday, April 14th.

Grading criteria:

Grades for the project will be based on the following criteria:

1. Thoroughness of project: were all aspects of the promotion assignment adequately examined in the report? Was material/terminology learned in course applied to the project? Were recommendations clearly conveyed?
2. Clarity of the project: how well was it written? Is it clear, well organized, attractive? Are there spelling or grammatical errors that detract from the review?
3. Insight of the project: does the report provide clear insight into project experience and evaluation

Upload your report to Canvas. 1 person can upload the documents. Make sure that all group members' names are on the report. Group members will complete peer evaluations for their group members. Peer evaluations will be considered when calculating individual grades.