

Product #1 _____ Type of Product: _____ include date & time of visit

	Store #1 _____	Store #2 _____
Variety: how many variations are represented? (Example: how many types of chocolate chip cookies?)		
Assortment: How many brands of this one type? (Example: Mothers, Keebler, Private label)		
Any service involved? (Samples, convenient pkg, self-help)		
Price		
Location (on shelf, in store)		
Promotion (sale, coupons, samples)		
Design & Display (Special display? Facing, sign)		
Type of retail institution		
Other comments		

Product #2 _____ Type of Product: _____ include date of visits and time

	Store #1 _____	Store #2 _____
Variety: how many variations are represented? (Example: how many types of chocolate chip cookies?)		
Assortment: How many brands of this one type? (Example: Mothers, Keebler, Private label)		
Any service involved? (Samples, convenient pkg, self-help)		
Price		
Location (on shelf, in store)		
Promotion (sale, coupons, samples)		
Design & Display (Special display? Facing, sign)		
Type of retail institution		
Other comments		

Part B: Evaluate store layout, design, and visual merchandising

Go to a store of your choice and evaluate the store layout, design, and visual merchandising techniques employed. Reference the concepts learned in class. Name of store _____

Take notes in the table, but turn in a written report as well; date of visit _____ and time frame _____

Appearance	
<p>A.) Is the store layout, design, and visual merchandising techniques used throughout the store?</p> <p>B.) Is ambiance consistent with merchandise purchased and what is the target market</p> <p>C.) Does the store need a facelift, update, or remodel? What improvements would you suggest?</p>	
Fixtures	
<p>A) Does the lighting highlight merchandise and downplay unwanted features?</p> <p>B) Are the fixtures consistent with overall merchandise and ambiance of the store</p> <p>C) What type of image do the fixtures portray?</p>	
Promotion	
<p>A) Do signs effectively sell merchandise?</p> <p>B) Does the store make creative use of wall space to sell product?</p> <p>C) Does sales staff use suggestive selling</p> <p>D) Is the staff friendly and helpful?</p> <p>E) Is the image of the staff consistent with the image of the store?</p>	

