

ENTRANCE REQUIREMENT PROJECT | MERCHANDISE MARKETING

Imagine you are a Store Owner or Buyer and you must create a description of your customer according to what she or he wears.

Merchandise Marketing Exercise

PART ONE

Describe the typical customer who would shop at your store, catalog, or website. In your essay, include the following about your customer:

- > Age range
- > Gender
- > Environment (urban, suburban, country, etc.)
- > Income range
- > Lifestyle (job, leisure activities, family life, etc.)
- > Values and viewpoints
- > Marital status
- > Education

PART TWO

Present five (5) accessorized outfits (cut out of magazines, catalogs, or photographs) that would match the varied lifestyle of your customer, including eveningwear, careerwear, sportswear, casualwear, etc. Include price points and the name of your favorite company.

IMPORTANT NOTES

Use 8.5" x 11" paper and a medium you feel comfortable with, which may include colored pencils, felt tip pens, watercolors, etc. (please, no pastels, chalk, or charcoal). Computer graphics, magazine/catalog clippings, or photographs are also acceptable in presenting your work.

Be prepared to discuss the types of customers targeted and the types of merchandise shown in your project.

Your work will be reviewed for creativity and quality of presentation. Remember: A neat presentation is always advantageous. All work submitted to FIDM becomes the property of the college and will not be returned.