



## ENTRANCE REQUIREMENT PROJECT | PRODUCT DEVELOPMENT

Imagine you are a Product Developer of private label merchandise. Your new Vice President has asked you to create a description of your customer by what she or he wears.

### Product Development Exercise

#### PART ONE

Describe the typical customer who would shop at one of your favorite department stores, catalogs, websites, or specialty stores. In your essay, please include the name of this company and the following information 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) related garments (all jeans, all sweaters, all t-shirts, etc.) cut out of magazines, catalogs, or photographs, and next to each style draw a modified version of that style which would be exclusive to the company you have chosen. Include price points for both the original and modified versions.

#### 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.