

## 11.12: Assignment- Merchandise Management

Your task is to physically observe a retail environment in person—this may be done alone, or in partnership groups of two or three. So, pick a partner (or not!) and make a plan. Then go to a local retail store of your choice (grocery, clothing, outdoor goods, etc.) and take notes on the store design and layout.

You may want to let the store know what you are doing, especially since you'll be taking notes as you walk through the store. Once you have finished walking around the store, find an area in the store that is out of the way where you can unobtrusively observe and take notes for 15–20 minutes.

### Part 1

Please make notes on the following items:

1. Describe the exterior of the store (architecture, window displays, signage, etc.).
2. Describe the interior, entrance, checkout, and exit of the store.
3. Overall layout of the store including number and layout of aisles, how products are categorized, colors, feature areas, use of furniture, open space, overall store atmosphere, etc.

Other things to observe:

- customer flow, shopping patterns, and behaviors
- advertisements and aisle end caps that customers are gravitating towards

### Part 2

After you have finished your observation and collected notes write a 1-page (minimum) essay describing the design choices you observed for this store and answering the following questions:

1. What type of customer experience does the design of this store aim to give? Is it successful? Why or why not?
2. Does this store have a free flow or boutique style layout?
3. What type of customer traffic or flow patterns did you observe? How would these patterns be affected by a change in the layout?
4. Do you suggest recommendations for the store on how to change their store design or layout?
  - If you do, include a detailed floor plan of your recommendations.
  - If you do not, include a detailed floor plan of the current design and explain what parts of the store are the most successful and why.

Be sure to include a copy of your drawing of the store (or suggested store) in your essay.

### Grading Rubric

This assignment is worth a total of 50 points.

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Points

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Organization and format	<p><b>4 pts</b> Writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.</p>	<p><b>6 pts</b> Writing is coherent and logically organized, using a format suitable for the material presented. Some points may be contextually misplaced and/or stray from the topic. Transitions may be evident but not used throughout the essay. Organization and format used may detract from understanding the material presented.</p>	<p><b>8 pts</b> Writing is coherent and logically organized, using a format suitable for the material presented. Transitions between ideas and paragraphs create coherence. Overall unity of ideas is supported by the format and organization of the material presented.</p>	<p><b>10 pts</b> Writing shows high degree of attention to details and presentation of points. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.</p>	<b>10 pts</b>
Content	<p><b>4 pts</b> Some but not all required questions are addressed. Content and/or terminology is not properly used or referenced. Little or no original thought is present in the writing. Concepts presented are merely restated from the source, or ideas presented do not follow the logic and reasoning presented throughout the writing.</p>	<p><b>6 pts</b> All required questions are addressed but may not be addressed with thoughtful consideration and/or may not reflect proper use of content terminology or additional original thought. Additional concepts may not be present and/or may not be properly cited sources.</p>	<p><b>8 pts</b> All required questions are addressed with thoughtful consideration reflecting both proper use of content terminology and additional original thought. Some additional concepts may be presented from other properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.</p>	<p><b>10 pts</b> All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented from properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.</p>	<b>10 pts</b>

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Development – Critical Thinking	<b>8 pts</b> Shows some thinking and reasoning but most ideas are underdeveloped, unoriginal, and/or do not address the questions asked. Conclusions drawn may be unsupported, illogical or merely the author's opinion with no supporting evidence presented.	<b>12 pts</b> Content indicates thinking and reasoning applied with original thought on a few ideas, but may repeat information provided and/ or does not address all of the questions asked. The author presents no original ideas, or ideas do not follow clear logic and reasoning. The evidence presented may not support conclusions drawn.	<b>16 pts</b> Content indicates original thinking, cohesive conclusions, and developed ideas with sufficient and firm evidence. Clearly addresses all of the questions or requirements asked. The evidence presented supports conclusions drawn.	<b>20 pts</b> Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	<b>20 pts</b>

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Grammar, Mechanics, Style	<b>4 pts</b> Writing contains many spelling, punctuation, and grammatical errors, making it difficult for the reader to follow ideas clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices disrupts the content. Additional information may be presented but in an unsuitable style, detracting from its understanding.	<b>6 pts</b> Some spelling, punctuation, and grammatical errors are present, interrupting the reader from following the ideas presented clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices may detract from the content. Additional information may be presented, but in a style of writing that does not support understanding of the content.	<b>8 pts</b> Writing is free of most spelling, punctuation, and grammatical errors, allowing the reader to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented in a cohesive style that supports understanding of the content.	<b>10 pts</b> Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content.	<b>10 pts</b>
Total:					<b>50 pts</b>

## Contributors and Attributions

CC licensed content, Original

- Assignment: Merchandise Management. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)
- Revision and adaptation. **Authored by:** Jameson Gurely. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)

11.12: Assignment- Merchandise Management is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.

- 11.12: Assignment- Merchandise Management is licensed [CC BY 4.0](#).