

FACS 2224
Retail Store Visit
Assignment Guidelines

1. Visit 3 different retail stores (interiors, fashion, etc.).
2. Describe the target market for each store. Consider age, gender, personalities, culture, income, occupation, lifestyle, etc.
3. Select one sample textile product (fashion: shirt, pants, shoes, sweaters, scarves, etc.; interiors: sofas, chairs, lampshades, rugs, etc.).
4. Describe how this one particular textile product differs with store type and target market. It will be easier to make comparisons if you visit stores with different target markets.
5. Use terms, concepts learned in chapter 2 relating to serviceability and performance to report your findings.
6. Type your results in 12 point, Times New Roman or Arial font, and submit on Wednesday, January 21, 2009 at the beginning of class.