Retail and Promotion - Demographic Study Report

Select the city of your choice.

Go on to the Internet or go to your local library in the reference section.

Get the demographics for that city (age, sex, income, education).

Analyze the demographic information and select the product/service (retail establishment) you feel would best be suited for that city.

Write a one page or more summary on your analysis of the city and product. Describe why this city and product would make a good retail mix.

Report must be type written and in a folder. Include demographic research information.