Retailing
Evaluation of a Large Department Store

Consider yourself a marketing communication consultant who is qualified to evaluate retail advertising and promotion. You have acquired a department store. Your client may be a store of your choosing, of a well know caliber: Nordstrom’s, Robinson-May, Neiman-Marcus…
Your client has requested that you conduct a comprehensive critique of it’s over-all promotion effort in advertising, visual merchandising, special events, and fashion show.

Before you evaluate your client’s promotional efforts, you must first analyze its target market. Keeping this in mind submit the following:

The Customer
Describe the primary target audience, which the store’s operation suggest. Identify this audience by demographic and psychographics data; age, sex, economic circumstance, education, career, location, and lifestyle. What will motivate this customer? Estimate these customers’ interests.

The Merchandise
Briefly evaluate the client’s merchandise. Does it reflect its audience, needs and wants? Discuss store layout, fixtures and visual merchandising.

The Appeal
Discuss the institutional image and product that you feel appeals to the target audience.

Promotional Critique
Based on personal observation on location evaluate the store’s promotional efforts. Is there an in-store theme? If so describe. Does the in-store theme relate to the newspaper, radio, television or magazine advertisement? If so describe. Are there any in-store special events? If so describe.

List your suggestions for additional efforts, revisions or eliminations.