

UNIVERSITY OF CENTRAL LANCASHIRE

FACULTY OF ARTS, HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF CREATIVE & PERFORMING ARTS

Course / Area: Fashion Promotion
Year / Level: One
Module Tutor: Eve Astle

Module Code: FP1002
Module Title: Fashion Promotion in context
Verified by: EA, RHH

Commencing: Thurs 30th March 2010
Submission Date / Deadlines: Friday 30th April 2010
By 10am Outside Mirror Room.

Project Title: Retail SOS – Save Our Shops

Aims:

- To produce a report that evidences use of a variety of research sources.
- To show analysis and application of research information.
- To explain a basic customer profile for a selected market.

Introduction:

It is vital when working for any company and completing any project that research and informed opinion and ideas justify and support your proposals. Understanding and analysing primary and secondary sources is a vital tool to understanding brands, campaigns and customers.

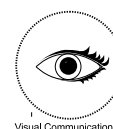
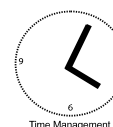
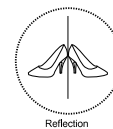
If you are able to support and rationalise your ideas and opinions then they are both valid and credible.

Brief:

You are asked to select and analyse a high street brand, to use as an example of a good model for branding and visual merchandising. Your brand should be creating a positive brand image both instore and out. You will need to use this information to produce a report of no more than 1500 words about your brand or retailer. Your report may also focus on areas where you think your store can improve.

Content

You should include a short overview of the brand considering the history of the brand and its heritage. The body of your report on your brand or retailer should consider the following points:



- Who is the customer
- What is the perception of the brand by the customer – particularly the retail environment within the store.
- What market level are they?
- Do they make effective use of their window displays – why are they good or bad?
- Explain why you think this store is doing well.

As with any research you undertake, it is expected that primary sources will be used which would include interviewing customers, collecting visuals to support findings as well as secondary sources such as using market research databases like Mintel or trend websites such as WGSN. There are other sources that are also beneficial particularly online resources and magazines such as Drapers Record, Times online.

When writing a report always try to break it down into areas you can work within to help you. The following **could** be used as headings to assist you.

Introduction

Customer and Market Level

In store

Analysis

Summary

In addition to the report you must also produce a customer profile in the form of a mood board that fully communicates who the target customer of this brand is, think about age, gender, occupation, income level, lifestyle you may use and categorise your customers using the VALs system and Acorn groups.

Presentation

The presentation of your report needs to adhere to the following requirements as a minimum:

- Word count must be included.
- Headings should be used throughout.
- Use 1.5 line spacing.
- Visuals should be included either as an appendix or within the document.
- How it is put together is up to you but it should be no bigger than A4.
- Include a bibliography and contents page.

TOP TIP: Always reference where images and quotes come from. Do not lift text from another source without referencing it. This would be classified as plagiarising and is considered to be a very serious breach of academic regulations.

Learning Outcomes:

- Describe the attributes of basic market and customer profile characteristics.
- Plan and conduct a report for a given area within Fashion Promotion.
- Analyse research information and develop investigative strategies.

Assessment Requirements and Process:

- Report maximum 1500 words including visuals presented in a format no bigger than A4.
- Customer Profile mood board no larger than A4.

Criteria for Assessment

- | | |
|---|-----|
| • Presentation of board & report | 15% |
| • Research methods and sources | 35% |
| • Analysis | 25% |
| • Written style (inc spelling, grammar) | 10% |
| • Customer Profile | 15% |

Staff involved and Teaching Contact:

Ruth Hardman-Howard, Eve Astle, Melanie Charman

Bibliography

Retail desire : design, display and visual merchandising / Johnny Tucker / **659.157**

Silent selling : best practices and effective strategies in visual merchandising / Judith Bell, Kate Ternus / **687.0688**

Visual merchandising 2: image and identity / **741.6**

Visual merchandising : window and in-store displays for retail/ Tony Morgan/ 659.157MOR

VM [and] SD : merchandising, fixturing and lighting : create visual excitement for retail stores : visual merchandising and store design workbook / by Greg M. Gorman / **659.157**

Windows, The Art of Retail Display/ Mary Portas/ **659.157/POR**

The Study Skills Handbook/ Stella Cottrell/ 371.30281/COT

WGSN

Magazines Resource Room

Mintel

Times Online

Primary sources.

The above list is only a starting point you may find others.

For penalties of late submission, please refer to your student handbook and the studio notice board.