

Semester Written Project: Retail Store Planning (15 Marks)

The purpose of this written project is to apply the theoretical material learned in the course through developing a strategic plan for a retail business. Students will work in a group of 3. Please let me know if you need help finding your group members.

Each team will choose a new small retail business and will develop a strategic plan for it for the semester. It can be of the same type of existing business but should have some new components. For example, the new business has different segment of target customers or positioning. The project involve stating the business mission, goals, *objective*, *SWOT analysis*, *development of retail marketing strategy*, and *developing an operation management plan based on the retail strategic planning and operation management model*.

