

Learning from "The Ultimate Shopping Experience": A Retail Learning Tour

Retail environments are rapidly changing. And like it or not, college stores are judged against every retailer that our customers encounter.

To better understand the current state of retailing, you will be visiting **South Coast Plaza**, the sophisticated "Ultimate Shopping Experience" in Orange County, CA.

As you tour the shops, you are charged with gathering information on inspirational retailing practices, and asked to evaluate the effectiveness of retail in-store marketing strategies.

Try your best to include these stores on your self-guided tour:

Abercrombie & Fitch

Aveda

H&M

American Eagle Outfitters

Club Monaco

Nike Store

Apple Store

Diesel

PUMA

1. Your primary task: Identify ideas suitable for implementation in a college store.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

2. Evaluate which stores are most noteworthy for design.

storefront (windows, entrance door, exterior sign) _____

store fixtures _____

store lighting _____

in-store signs/graphics/digital media _____

3. Evaluate which retailers are most remarkable for VM.

retail store maintenance _____

permanent product placement _____

perimeter wall merchandising _____

table-top merchandising _____

presentation (product highlights, displays) _____

4. Answer these questions after completing your tour.

Which retailer appeared to be the best at value pricing? _____

Which was the leader in fashion trends for the demographic of 18-25yrs olds?

Which retailer presented the best lifestyle impression? _____

Which had the best overall store design? _____

Which offered the best customer service experience? _____

Which retailer was most inspiring today? Why?
