

Name: \_\_\_\_\_

Class Period: \_\_\_\_\_



## Sports Career Consulting: Industry Trends– Pop-Up Stores Activity Rubric

### For this activity, you will:

- Submit a completed outline or plan for the launch of a pop-up store
- Present pop-up store plan including pricing, sales, promotion, and distribution strategy to the class

### Pop-Up Store Plan-Categories

1. Advantages and Disadvantages of pop-up stores	20	<ul style="list-style-type: none"> <li>• Identification of what a pop-up store is</li> <li>• Benefits, risks</li> </ul>
2. Product a. What will you sell at the pop-up store?	20	<ul style="list-style-type: none"> <li>• New product?</li> <li>• Limited-edition product?</li> <li>• Inventory considerations</li> </ul>
3. Target Audience a. Market segmentation strategy	20	<ul style="list-style-type: none"> <li>• Identification of target consumer</li> <li>• Why target this consumer group?</li> <li>• How to reach this group?</li> <li>• Why will this group want to visit your pop-up?</li> </ul>
4. Pricing Strategy a. Cost of Production b. Ideal price/Affordable c. Projected Demand / Sales forecast	20	<ul style="list-style-type: none"> <li>• Direct production costs</li> <li>• indirect costs</li> <li>• selling price</li> <li>• discounts/promotional pricing</li> </ul>
5. Promotion Strategy a. Promotion Mix b. Advertising c. Public Relations d. Media	20	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• PR</li> <li>• Promotion Mix</li> <li>• Media</li> <li>• Communication</li> </ul>
6. Sales/Service Planning a. Staffing b. Sales strategy c. Service	20	<ul style="list-style-type: none"> <li>• How many people will staff the store?</li> <li>• Will you allow returns? If so, how will they return purchases?</li> </ul>
7. Distribution Strategy a. Channels	20	<ul style="list-style-type: none"> <li>• Where/Location?                             <ul style="list-style-type: none"> <li>○ Physical location</li> <li>○ Geographical</li> </ul> </li> <li>• When/How long?                             <ul style="list-style-type: none"> <li>○ Time of Year</li> </ul> </li> </ul>
8. Conclusion	5	Conclusion
9. Technical Elements	5	PPT, Outline, Table of contents
10. Presentation	50	PPT presentation of key elements, creative solutions for your store planning, and a solid explanation for how the pop-up will benefit the company!
<b>SCORE</b>		