

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"> • Identification of what a pop-up store is • Benefits, risks
2. Product a. What will you sell at the pop-up store?	20	<ul style="list-style-type: none"> • New product? • Limited-edition product? • Inventory considerations
3. Target Audience a. Market segmentation strategy	20	<ul style="list-style-type: none"> • Identification of target consumer • Why target this consumer group? • How to reach this group? • Why will this group want to visit your pop-up?
4. Pricing Strategy a. Cost of Production b. Ideal price/Affordable c. Projected Demand / Sales forecast	20	<ul style="list-style-type: none"> • Direct production costs • indirect costs • selling price • discounts/promotional pricing
5. Promotion Strategy a. Promotion Mix b. Advertising c. Public Relations d. Media	20	<ul style="list-style-type: none"> • Advertising • PR • Promotion Mix • Media • Communication
6. Sales/Service Planning a. Staffing b. Sales strategy c. Service	20	<ul style="list-style-type: none"> • How many people will staff the store? • Will you allow returns? If so, how will they return purchases?
7. Distribution Strategy a. Channels	20	<ul style="list-style-type: none"> • Where/Location? <ul style="list-style-type: none"> ◦ Physical location ◦ Geographical • When/How long? <ul style="list-style-type: none"> ◦ Time of Year
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!
SCORE		