**Name:**

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

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| **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 |

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| **Pop-Up Store Plan-Categories** | | |
| 1. Advantages and Disadvantages of pop-up stores | 20 | * Identification of what a pop-up store is * Benefits, risks |
| 1. Product   a. What will you sell at the pop-up store? | 20 | * New product? * Limited-edition product? * Inventory considerations |
| 1. Target Audience    1. Market segmentation strategy | 20 | * Identification of target consumer * Why target this consumer group? * How to reach this group? * Why will this group want to visit your pop-up? |
| 1. Pricing Strategy    1. Cost of Production    2. Ideal price/Affordable    3. Projected Demand / Sales forecast | 20 | * Direct production costs * indirect costs * selling price * discounts/promotional pricing |
| 1. Promotion Strategy    1. Promotion Mix    2. Advertising    3. Public Relations    4. Media | 20 | * Advertising * PR * Promotion Mix * Media * Communication |
| 1. Sales/Service Planning    1. Staffing    2. Sales strategy    3. Service | 20 | * How many people will staff the store? * Will you allow returns? If so, how will they return purchases? |
| 1. Distribution Strategy    1. Channels | 20 | * Where/Location?   + Physical location   + Geographical * When/How long?   + Time of Year |
| 1. Conclusion | 5 | Conclusion |
| 1. Technical Elements | 5 | PPT, Outline, Table of contents |
| 1. 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** |  |  |