

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Imagine you are a marketing professional working for your favorite brand. At the latest meeting, the company discussed the possibility of opening a pop-up store and the CEO has decided it would be a good idea. They assigned you with the task of determining a strategy for opening the store.

Create a presentation that you can use when you brief the CEO on your plan, following the guidelines provided in the following slide.

In your presentation, be sure to offer not only creative solutions for your store planning, but a solid explanation for how the pop-up will benefit the company.

Your presentation should include:

- Explain advantages and disadvantages of a pop-up store
 - Describe, in detail, how your plan for a pop-up store will benefit the company
 - How long will the store be open?
 - What will you sell at the store?
 - Where will the store(s) open geographically (smaller U.S. cities, how many cities, will they open globally)?
 - Where will the store(s) physical location be (for example, a former restaurant space downtown, a shipping container in a trendy area, a location in the suburbs etc.)? Why?
 - When will the pop-up stores open? What time of year and why?
 - Sketch of design of both the outside and inside of the store.
 - Communications plan: How will consumers know about your pop-up store? What will you do to encourage consumers to visit the store?
 - Who is your target consumer?
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