



TEAM NAME:

Blank box for writing the team name.

Use these notes to enter the **CONTEST!**
www.fieldtripfactory.com/orschelcontest

MEETING 1

LOCATION & TRANSPORTATION

[The Parking Lot]

One of the first decisions you'll need to make is to pick a location for your store.

CITY or **RURAL**? Near a **HIGHWAY** or **OFF** the beaten path?
Is this location convenient for customers? Yes No
Is it **easily accessible** for merchandise delivery? Yes No
Are there **other businesses** nearby? Yes No
If so, what kind? _____

Additional notes/ideas:

MEETING 2

YOUR TARGET AUDIENCE

[Front Door]

Who are your key customers in 2020?
Get to know them and create a 'customer profile':

Primarily **MEN** or **WOMEN**? **AGE RANGE**: _____
SINGLE? ____ **FAMILIES w/CHILDREN**? ____
Do they **GROW CROPS** or **RAISE LIVESTOCK**? _____
How far did they drive to get here? _____
Purchasing one item or many? _____
Purchasing items for personal use or their own commercial enterprise?

Additional notes/ideas:

MEETING 3

MERCHANDISING

What will you sell in 2020? Deciding what products you will carry is an ongoing process.

• LIVESTOCK/FEED:

How many products are "New" or "Improved?" _____
How many **brands** would you carry? _____
How do you determine the **best items** to carry?

• CLOTHING:

Look at the **price range** for items. What do you notice?

If you needed work pants for lawn work, would you buy the **LEAST** or **MOST** expensive? What does the term '**value**' mean to you?

• ELECTRICAL /PLUMBING:

Who needs these items?

What else might they want in the year **2020**?

Additional notes/ideas:



MARKETING:

[Pet Supplies]

How will customers in the year 2020 know about your store? How will you communicate with them?

• PET SUPPLIES:

How are items **displayed** now? _____

How might they be displayed in **2020**? _____

How do you show customers **related items**? _____

• BIRDFEEDERS & BIRDSEED:

When would it make sense to **promote** these and other more seasonal items? _____

How can you let people know these products are available? _____

• YARD PLANTING AREA:

Are there any items currently **on sale**? _____

Why would a store put some items on sale and not others? _____

How might **discounts** work differently in **2020**? _____

DRAW YOUR 2020 STORE LAYOUT:



HUMAN RESOURCES

[The Checkout Area]

A business is only as good as its people.

Who do you need on your team? _____

How many employees do you see? _____

What are their **roles**? _____

Who would you ask questions about products or pricing? _____

Why did you choose that employee? _____

What might employees **need to know** in 2020? _____

• ASK AN EMPLOYEE:

Talking to employees is essential to understanding a business. What is your job title? _____

Is this store hiring? Yes No

If so, **what positions** are available? _____

What are the **existing** job titles? What **new job titles** might there be in 2020? **Which** position(s) interest you?
