Lora and Russ Talbot Merchandising Scholarship

Case Study Application for West Cyde Boutique

Applications are due in PDF form to fsproducers2015@iastate.edu by Sunday, April 5, 2012 11:59 pm.

The Fashion Show 2015 is pleased to announce the first annual Merchandising Scholarship. Merchandising students of any classification in the Apparel, Merchandising, and Design program are eligible to complete the following case study for a chance to win a $400 scholarship.

Please read the directions and follow them closely. Grammar and spelling will count so proofread the case study before submission. Points will be taken off for grammatical and spelling errors. All case studies are to be done in an 8½” x 11” report format and submitted via PDF. Case studies must be double spaced and use size 12 Times New Roman Font. All projects must be done in 12 pages or less (not including part one).

Applications will be reviewed by the team at West Cyde Boutique. The winning applicant will be awarded $400 by The Fashion Show 2015. In addition, the winning applicant will have the opportunity to work directly with West Cyde Boutique to develop and implement ideas created for the case study application. All applicants will receive a tote bag from West Cyde Boutique following the event on April 11th.

Case Study Application Objective:
West Cyde Boutique needs to educate the community on the type of merchandise they carry, increase foot traffic, and ultimately increase sales. This case study will determine the steps necessary to keep current customers and attract new ones by creating a multi-step plan for the upcoming new student orientation. Submissions must be professionally written and thorough, showing clear evidence of research.

Background Information: West Cyde Boutique
West Cyde Boutique is owned and operated by The Iowa State University Bookstore located inside the terrace entrance of the Memorial Union. The store has been purchasing boutique type merchandise since 2008 and was branded as the West Cyde Boutique in August of 2013. The sales have fallen short of store expectations in part due to lack of foot traffic and customer awareness of the department. The boutique presents an opportunity for students, faculty, and staff to shop on-trend, boutique apparel and accessories without leaving campus.
Part One: Personal Information
Include a cover page with your name, major, email, phone number, and address.

Part Two: Identifying the Target Market
Write a thorough description of the target market for West Cyde Boutique during June – August. Be detailed in your description and include all relevant information.
- Demographics
- Psychographics
- Related or competing stores and/or brands
- Pictures and diagrams are allowed

Part Three: Create/Justify a Merchandise Assortment
Create a merchandise assortment for the back-to-school campaign. West Cyde boutique will be using a $25,000 budget for the assortment. Take this into consideration when creating an assortment. Describe different details and justifications for the merchandise assortment.
- What products/style should be included? Why?
- What products/styles should not be included? Why?
- Allocation of prices for different categories of product
- Provide solid justification for choices
- Any additional support information is allowed
- Pictures and diagrams are allowed

Part Four: Visual Merchandising Window Display
Design one window display for the back-to-school campaign to be showcased in the bookstore window. Refer to graphics attached at end of document.
- Include a summary of the window display
- Include theme, props, and details
- Mood board and sketches optional
- Include budget for window display

Part Five: Create a Marketing Campaign
Create a marketing campaign for the back-to-school season (June - August) to increase foot traffic and customer awareness. The campaign can include examples in any form of media on or off campus. Refer to graphics attached at end of document.
- Allocate budget ($1,000) to different media (ex: radio, print media, social media)
- This part allows for creative freedom in creating a campaign