

TXMI 5240
RETAILING OF APPREL AND TEXTILES

FALL 2007
3 CREDITS
MWF 3:35-4:25 PM
101 DAWSON HALL

INSTRUCTOR:	DR. SOYOUNG KIM
OFFICE:	315 DAWSON HALL
OFFICE HOURS:	MWF 1:30-3:30 PM OTHERS BY APPOINTMENT
PHONE:	542-4887
E-MAIL:	SKIM@FCS.UGA.EDU

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

Late adds for this course will not be approved except on exceptional circumstances.

COURSE DESCRIPTION

Important concepts in retailing, retail organization and structures, merchandising and organization of market resources in apparel and textiles. Emphasizes concepts applicable to the textile and apparel industry.

COURSE OBJECTIVES

1. To understand the basics of retailing from management's perspective
2. To critically analyze the retailing process, the environment in which it operates, and the institutions and functions that are performed
3. To provide a foundation for those students who plan to work in retailing or related disciplines

RECOMMENDED TEXT

Levy, M. & Weitz, B. (2006). Retailing Management: A Strategic Approach (6th edition). McGraw-Hill/Irwin.

STUDENT RESPONSIBILITIES

A. ATTENDANCE

Class attendance is mandatory and records will be kept. You are allowed up to a maximum of five absences. For the purpose of this course there is no difference between an excused absence and unexcused absence. Any absence beyond the allowed number will result in the penalization of 5 points per absence being subtracted from your final total. If you are absent, you are responsible for all the information given in class. This may include any changes in the schedule and will include lecture material.

B. EXAMS

There will be **four exams**. Failure to take an exam will result in zero points for each exam missed. The exams will consist of 33 multiple choice, short answer, or true/false questions. The exams will cover material from lectures. Many questions will be selected to reflect understanding of concepts rather than memorization of facts. Sample questions will be reviewed in a class session before the exam so that you will know what to expect. Dishonesty on exams will be handled in a manner consistent with the University's policy and penalties. Dates for the term exams listed on the syllabus are tentative dates. Actual dates may move forward or backward by one or two class periods, depending upon our progress covering the course content.

C. LOCATION ANALYSIS & ORAL PRESENTATION

Careful selection of new sites is critical in the establishment of successful retail businesses. This group assignment will serve as a great opportunity for students to practice analysis of the critical elements in this most important strategic decision in combination with many other important issues we will discuss in class. You will work in a team of 3-4 persons to prepare a group paper analyzing a new site for a Rocky Mountain Chocolate Factory (RMCF). RMCF is one of Fortune's 100's fastest-growing small business companies. Its headquarters is in Durango, CO. The company's principal activity is to manufacture an extensive line of premium chocolate candies and other confectionery products. Its products are sold through franchisees and at company owned stores. The company's revenues are currently derived from three principal sources: sale of chocolates and other confectionery products manufactured by the company; the collection of initial franchise fees and royalties from franchisees' sales; and sales at company-owned stores of chocolates and other confectionery products. As of 31-Mar-2006, there were 301 franchised Rocky Mountain Chocolate Factory stores operating in 40 states, Canada, Guam and the United Arab Emirates. Its website is found at www.rmcf.com. Franchise information can be found at www.sweetfranchise.com.

The best paper(s) will be selected by the instructor to be submitted to the 2008 American Collegiate Retailing Associations Undergraduate Student Retail Analysis Competition (Due January 10th, 2008) (For more information, visit http://www.acraretail.org/2007rmcf_competition.html).

If you would prefer to conduct a site analysis for an apparel retail company instead, you will need to obtain prior permission from the instructor. In the event that you do not choose to do a group paper focusing on RMCF, it should be noted that you will not be allowed to use SimplyMap (web-based demographic and business mapping application) because SimplyMap is sponsored by the American Collegiate Retailing Associations to be used only for competition papers. In this case you will need to look for and use different sources to complete your trade area analysis. Please also note that

competition papers for the ACRA will only be selected from amongst those focusing on site analysis for RMCF.

The paper must be typed, double spaced, and of sufficient length to adequately cover the information [12-15 pages plus attachments (e.g., references, appendices such as charts, site photograph, etc.)]. Your paper will include in-depth discussion of each of the topics listed below.

The paper must be accompanied by a bibliography. Your paper should include a minimum of five references [Internet sites, International Directory of Company Histories, articles from magazines, trade publications (e.g., Stores, Chain Store Age Executives, and Discount Store News), and newspapers]. When you turn in your paper, you need to turn in your sources (entire article) as well as the list of references.

Whenever another person's ideas or words are presented, the original author must be given credit. Any use of another person's work without appropriate citation will be considered plagiarism. Submitting work that is not your own is also plagiarism.

Section I: Executive Summary (10 pts)

(Excellent = 10; Good = 8; Average = 6; Below Average = 4; Not Acceptable=0)

Section II: Basic Company Information (10 pts)

(Excellent = 10; Good = 8; Average = 6; Below Average = 4; Not Acceptable=0)

- A. RMCF overview – a review of RMCF strategy (its products, target market segments and customer buying patterns that lead to sales revenue and its growth)
- B. Company (franchise) description

Section III: Marketplace (25 pts)

(Excellent = 25; Good = 20; Average = 15; Below Average = 10; Not Acceptable=0)

- A. Industry – factors and trends (e.g., demographics, geographic locations), the outlook for the future, market size and capitalization, and any barriers or challenges the industry faces.
- B. Customer profile
- C. 4 Ps – products/services offered by RMCF, their features and benefits, and what makes them unique in the marketplace, pricing, advertising/promotion
- D. Competition – both direct and indirect. A competitive analysis involving the key players and plans to operate alongside them.
- E. Future markets

Section IV: Location Analysis (40 pts)

(Excellent = 40; Good = 32; Average = 24; Below Average = 16; Not Acceptable=0)

- A. Identification of major factors that drive sales revenue and its growth – Examples may include 1) geo-demographic/lifestyle characteristics, 2) store/location characteristics, 3) competitive and complementary retailers, 4) economic and regulation characteristics

- B. Attractiveness assessment of potential markets
- C. Retail trade area analysis – Examples may include 1) the characteristics of the trading area for a store at the site, 2) site characteristics (e.g., locations within a shopping center, adjacent tenants, restrictions and cost, store visibility, etc.) and 3) the estimated potential sales that can be generated by a store at the site
- D. Site selection – a proposed place of business you plan to select and describe the reason for your decision

Section V: Marketing Plan (20 pts)

(Excellent = 20; Good = 18; Average = 12; Below Average = 8; Not Acceptable=0)

- A. Marketing and sales strategies to advertise presence in the marketplace and growth plan
- B. Operations

Section VI: Financial Plan (20 pts)

(Excellent = 20; Good = 18; Average = 12; Below Average = 8; Not Acceptable=0)

Financial projections for the first year and for a longer range of three to five years

Writing (10 pts) (Good = 10; Average = 7; Below Average = 4; Not Acceptable = 0)

Oral Presentation (22 pts) (Good = 2; Average = 1; Not Acceptable = 0)

1.	Maintained eye contact with the audience and kept their attention	0	1	2
2.	Spoke clearly and slowly enough for the audience to understand	0	1	2
3.	Used appropriate business vocabulary	0	1	2
4.	Used visuals to support and illustrate information presented	0	1	2
5.	Visuals used were of appropriate size so that audience could see them	0	1	2
6.	Visuals looked professional	0	1	2
7.	Showed evidence of practice	0	1	2
8.	Information was well organized, topics followed logically and were well integrated	0	1	2
9.	Stayed within the allotted time	0	1	2
10.	Information was creatively presented	0	1	2
11.	Team members were professionally dressed	0	1	2

Group Participation (10 points)

(Good = 10; Average = 7; Below Average = 4; Not Acceptable = 0)

Your team efforts will be evaluated and graded by your team members and this will be the basis of your group participation score (10 points). Each team will prepare a brief oral presentation of no more than 15 minutes. Failure to present your project to the class will result in zero points for presentation (22 points). I strongly encourage each group member to take individual responsibility for a specific role (e.g., introducing group members, handling visuals, presenting the information, time keeper, etc.).

EVALUATION

4 exams (100 pts. each)	400 pts.
Location Analysis	135 pts
Presentation	22 pts
Group participation	10 pts
TOTAL	567 pts

GRADING SCALE

A	93% or above	A-	90%	B-	80%
B+	88%	B	83%	C-	70%
C+	78%	C	73%		
D	60-69%				
F	59% or below				

COURSE POLICIES

1. Academic Dishonesty: Under no circumstances will cheating, falsification, copying of another's assignment and/or plagiarism be acceptable. Should this happen, the students will be notified, and appropriate action will be taken as outlined in the UGA student handbook.

All academic work must meet the standards contained in "A Culture of Honesty." Students are responsible for informing themselves about those standards before performing any academic work.

2. Make-up exams: Taking a make-up exam is a privilege, not a right, and will be granted only in **RARE** circumstances. **Make-up exams will be available when absence from the scheduled exam time can be justified with appropriate documentation.** Examples of such documentation are medical confirmation and team travel authorizations. Make-up exams will not be given before the regularly scheduled exams. It is expected that students faced with circumstances which might result in missing a regularly scheduled exam will contact the professor as soon as possible. This normally means before the exam time. When, however, an exam must be missed due to an unforeseeable circumstance, it is expected that the student should contact the professor **within 48 hours**. When a student misses an exam for an undocumented reason or fails to contact the professor to reschedule the make-up exam, zero points will be assigned to that exam. Approved make-up exams will be administered at a date and time determined by the professor. **Only one such make-up exam will be allowed during the semester.**
3. After an Exam: Your exams will not be handed back but you are encouraged to come review your exams with me during office hours. **You will not be allowed to review your exams one week after grades are posted.**
4. Late assignments: Students will hand in assignments on time. Any assignments that arrive late will be subject to a deduction of 10% of the total points possible for that assignment. No assignments will be accepted more than two days late.
5. Classroom Etiquettes: If you are going to arrive late to class, plan to sit near the edge of the room where you will disrupt as few of your colleagues as possible. If you know you are going to leave early, you should sit to the side where you will disrupt the class as little as possible. Please be

mannerly. Also, to avoid distractions, if you have a cell phone or audible pager, please turn it off during class.

6. Students missing class are responsible for getting notes from fellow classmates and not from the professor.
7. No laptops are allowed without the consent of the instructor.
8. Special needs: Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should notify the professor at the beginning of the semester (or at the time of the occurrence) to make necessary accommodations.
9. The course outline is a guide. There may be times when it will be modified to accommodate the topics to be discussed.

FALL 2007 SCHEDULE

		08/17 Course Introduction
08/20 1. Introduction to the World of Retailing video: Career Opportunities in Retailing	08/22 1. Introduction to the World of Retailing video: Wal-Mart Way of Life	08/24 2. Types of Retailers video: The History of Wal-Mart
08/27 2. Types of Retailers video: Rainforest Café	08/29 2. Types of Retailers video: Rubios Expands through Franchi	08/31 3. Multichannel Retailing video: Destination CEO - Jim McCann 1-800 Flowers video: ebay and the World of Online Auctions
09/03 Labor Day	09/05 3. Multichannel Retailing 4. Customer Buying Behavior	09/07 4. Customer Buying Behavior video: Shopping for Bargains/ Comparison Sites
09/10 4. Customer Buying Behavior video: Segmenting Retail Markets	09/12 EXAM #1 : Ch 1, 2, 3, & 4	09/14 5. Retailing Market Strategy video: Starbucks
09/17 5. Retailing Market Strategy video: Build-A-Bear	09/19 6. Retailing Market Strategy video: McDonald's: A Global Retailer	09/21 6. Financial Strategy
09/24 7. Retail Locations video: Mall of America	09/26 7. Retail Locations video: Suburban Regional Malls	09/28 8. Retail Site Location
10/01 8. Retail Site Location video: Lifestyle Centers - The New Mall	10/03 8. Retail Site Location	10/05 9. Human Resource Management video: Organizational Culture at Home Depot
10/08 9. Human Resource Management	10/10 EXAM #2 : Ch 5, 6, 7, & 8	10/12 Group Meeting

10/15 10. Information Systems and Supply Chain Management video: Creston Vineyards' Distribution Channels	10/17 10. Information Systems and Supply Chain Management video: Physical Distribution - Innovation & Technology	10/19 11. Customer Relationship Management video: Bloomingdale's: Managing Customer Relationship
10/22 12. Managing Merchandise Assortment video: Leader of Industry – Robert Wildrick of Jos. A. Bank	10/24 13. Merchandise Planning System	10/26 Fall Break
10/29 14. Buying Merchandise video: Lands' End's Private Label Merchandise Video: JC Penny Quality Assurance for Private Label Shirts	10/31 15. Retail Pricing video: Factors in Successful Pricing Decisions	11/02 15. Retail Pricing
11/05 16. Retail Communication Mix	11/07 EXAM #3: Ch 9, 10, 11, 12, 13, & 14 (Instructor out of town to attend a conference)	11/09 Group Meeting (Instructor out of town to attend a conference)
11/12 16. Retail Communication Mix	11/14 17. Managing the Store video: Walgreen uses EAS to Reduce Shoplifting	11/16 18. Store Layout, Design and Visual Merchandising video: JC Penney Implements Centralized Cash Wraps
11/19 18. Store Layout, Design and Visual Merchandising video: Consumer Behavior and Store Design	11/21 Thanksgiving Break	11/23 Thanksgiving Break
11/26 18. Store Layout, Design and Visual Merchandising 19. Customer Service	11/28 19. Customer Service video: Yum! Brands - Growth Strategies	11/30 Presentations
12/03 Presentations	12/04 Tuesday EXAM #4: Ch 15, 16, 17, 18, & 19	12/05, Wednesday Presentations
	12/12, 3:30 PM Presentations Retailer case due	