

TXMI 5910: Textiles, Merchandising and Interiors Internship

Fall 2004

Call Number: check OASIS

6-9 credit hours

Dr. Soyoung Kim

Office: 315 Dawson Hall (706) 542-4887

Office hours: Anytime by email or phone.

You may call me at my cell phone but please do not call after 9pm Eastern time (706) 338-0131

E-mail: skim@fcs.uga.edu. Please allow one business day for a response.

COURSE DESCRIPTION:

Supervised work experience in textiles, clothing, interiors and furnishings in a business firm off campus. Non-traditional Format: Internship.

ADDITIONAL REQUIREMENTS:

Permission of the Department

University computing/email account.

- Course information will be distributed via email.
- It is your responsibility to provide the professor with your email address and any changes in your email address prior to and during the span of the internship.
- If you are using a “free” email account (Yahoo, Hotmail, etc.) please be aware that you will have to check your mail regularly to avoid a full mailbox. I will not resend messages that are bounced back to me.
- Also be aware that a mailing list will be used to send emails to the class. Make sure your email software doesn’t file messages sent to a mailing list in “trash,” which may require you to change your preferences or contact your provider.

COURSE OBJECTIVES:

Students will:

1. gain work experience in a merchandising or related field.
2. gain an overview of the job responsibilities and requirements for employment with their sponsor.
3. prepare a photographic record of your internship experience.

COURSE REQUIREMENTS:

Assignments and Weekly Evaluation Reports Notebook:

NOTE: (Students employed in an environment where the assignment topics are not applicable are required to keep a daily journal of their experience including tasks performed, office politics, special assignments, reactions and opinions. Students will turn in daily diary according to the due date for assignments for the semester in which they are enrolled.)

Assignments were developed to guide you in your internship experience. Certain assignments may require that you assert yourself and do some investigation and inquiring on your own. Take advantage of lunch hours, coffee breaks, days off and times before or after your shift to find out all about your store. Much of the material will be learned from your work experience and from your supervisors. If the information asked for does not pertain to your work situation or is not available, please indicate it next to that question in the assignment.

All students are to complete and return Weekly Evaluation Reports. This should be an overview of what you accomplished for each week. If you had any problems or concerns regarding your internship you should include it here.

- You should complete one weekly evaluation report for each of the following weeks and turn them in as part of the notebook: One for weeks ending October 1, October 8, October 15, October 22, October 29, November 5, November 12, and November 19.
- **If you have a problem that you think needs to be known during the course of your internship you need to call or email me! Don't wait until you turn in your notebook to let me know. I can't help you if I don't know about it.**
- Assignments, weekly evaluation reports and diaries must be type written/word processed.
- Keep a copy of all assignments, weekly evaluations and diaries for yourself. **They will not be returned.**
- Assignment and weekly evaluation notebook due date is included in the "Course Timetable."
- When printing assignments and weekly evaluations **make sure that you have .5 inch** margins all around and that the layout of the information is such that paper is not wasted. **This may mean deleting extra space and changing the margins if the computer you use does not recognize the original format of the file. Each new assignment should begin on a separate page.**
- Assignments, weekly evaluations and forms that are to be filled out at the conclusion of your internship (these are located at the end of your packet) should be organized as part of your notebook. Place the materials in the following order. The cover design, etc. is up to you, but please make sure your name and company name is somewhere on the front and spine. Use sleeve protectors **ONLY** for items that are too small or oddly sized for hole punching.
 1. Compile weekly evaluations in order by week (a total of 8).
 2. Compile all completed assignments (1-8) in numerical order. Assignment numbers can be found at the top of the first page of each assignment. If you are completing a daily diary rather than the assignments include your diary, in order by date, in place of the assignments. For diaries, more than one day may be included on each sheet.
 3. Compile all student-completed forms in this order (all of these forms are at the end of your packet):
 - Final Internship Report
 - Self-Evaluation
 - Check List for Completed Internship Experiences
 - Check List for Forms
 4. This section should include additional materials that relate to your internship. These may include, but are not limited to, line sheets, advertisements, trade or consumer articles, trend sheets, color forecasting sheets, sample fabric pages, samples of projects that you were responsible for or worked on. If these are too large for the notebook or if they have been organized into a press kit, for example, by your company you may include them separately. Please write brief notes describing these items and how your company used them.

Additional Forms Including Cooperating Business Information Form and Midterm and Final Evaluation Forms:

- **During the first week of your internship you are required to complete and return the "Cooperating Business Information Form."** During the midpoint of your internship you are required to evaluate your own progress. These two forms are to be submitted according to the due dates on your course timetable. These may be faxed to me at (706-542-4890) or mailed to me at the following address:

Dr. Soyoung Kim
The University of Georgia
315 Dawson Hall
Athens, GA 30602
- Your supervisor is expected to complete and return a midterm and final evaluation form. It will be your responsibility to give your sponsor a copy of these forms, which are included at the end of your packet.

These must be mailed or faxed to me. Emails may not be used for return of supervisor's evaluations. Due dates for these are included on the course timetable.

Photo Assignment (or Class Presentation):

- Fall interns can choose between a photo album of their internship experience OR a 15-minute presentation in TXMI 5900 during the fall semester. Those who want to give a class presentation should contact me before August 31 to schedule a presentation date.
- Photo albums **will not be returned.**
- The dimensions of the photo album are up to you. The album must be sturdy enough to withstand frequent handling for several years.
- The number of photos to include depends on your specific internship. It is expected that this assignment be thorough enough that future interns can use it to determine whether they want to work with your company.
- When possible photos should include your company logo, building, and a "tour" of the inside. Other ideas would be to include photos of displays that you created/assembled, special projects or events in which you organized or participated, etc. **It is expected that your album will go beyond these minimal guidelines and suggestions.**
- Each photo should have a brief explanation/description. These can be done on paper inserted in front of each picture, like a label or caption.
- At the back of your photo album you must include a typed description of your experience. This is what future interns will be reading, so include all the things you think they should know and all the things they will want to know. Set it up as a list of frequently asked questions, in this order:
- Contact information:
 - company name,
 - supervisor name,
 - mailing address,
 - phone / fax numbers,
 - email address (with your supervisor's permission),
- How did you find the internship?
- How did you approach the company (do you suggest a different approach)?
- What was your title (if any)?
- What were your duties?
- What did you like about the company/internship?
- What didn't you like about the company/internship?
- Was it paid or not? Were there other forms of compensation?
- How did you find housing/roommates?
- Did you like the city? Why or why not?
- Do you plan to stay with the company? Why or why not?
- Can future students contact you? Include your preferred contact information.
- What general advice do you have for future interns?
- In addition to the questions above you should add a few of your own along with the answers.

COURSE EVALUATION:

Grading for this course is "Satisfactory/Unsatisfactory." Your grade will be determined by your ability to complete all assignments satisfactorily and on time, using the following guidelines:

- All work must be turned in and deemed acceptable by noon on the due dates. Late work will not be accepted after that time.
- Grades of "Incomplete" **SHALL NOT** be given in this class.

- Students who, for any reason, do not continue employment until the date established on their “Merchandising Internship Agreement Form” or are given unsatisfactory employment evaluations will receive an Unsatisfactory grade for the course.

TXMI 5910: Internship Fall “Course Timetable”

<u>Week</u>	<u>Assignment</u>	<u>Due Date</u>
1	<ul style="list-style-type: none">• Cooperating Business Information Form (may be faxed or emailed as an ATTACHMENT)	Friday, October 1 by NOON
5	<ul style="list-style-type: none">• Midterm Evaluation Form (may be faxed or emailed as an ATTACHMENT)• Supervisor’s Midterm Evaluation Form (may be faxed or MAILED in regular mail)	Friday, October 29 by NOON
10	<ul style="list-style-type: none">• Assignment and Weekly Evaluation Report Notebook• Photo Assignment• Supervisor’s Final Evaluation Form	Friday, December 3 by NOON

**UNIVERSITY OF GEORGIA
FASHION MERCHANDISING INTERNSHIP
COOPERATING BUSINESS INFORMATION**

Please complete the following and mail to your Internship Coordinator by the due date included in your "Course Timetable."

STUDENT:

Name _____

Address While Interning:

Address Line 1 _____

Address Line 2 _____

Phone Number _____

COOPERATING BUSINESS:

Name _____

Address _____

Phone Number _____

Email Address _____

COOPERATING SUPERVISOR:

Name _____

Company/Title _____

Address Line 1 _____

Address Line 2 _____

Phone Number _____

Fax Number _____

Email Address _____

WEEKLY ASSIGNMENTS

(To help you find the end of each assignment the word "END" will appear.)

Assignment #1 Store Profile

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

1. Description of the Store:

Describe the store by checking the terms that apply to your store. More than one term may be checked.

- | | |
|--|--|
| <input type="checkbox"/> Discount store | <input type="checkbox"/> National general merchandise chain (Sears, Penney's) |
| <input type="checkbox"/> Variety store | <input type="checkbox"/> National or regional specialty chain (Brooks, The Limited) |
| <input type="checkbox"/> Traditional, full line department store | <input type="checkbox"/> Ownership group member but autonomous store name (Allied, Mercantile) |
| <input type="checkbox"/> Independent ownership | <input type="checkbox"/> Specialty store (specify type): _____ |
| <input type="checkbox"/> Boutique | <input type="checkbox"/> other, please specify: _____ |
| <input type="checkbox"/> Franchised establishment | |

2. Location of the store:

- Isolated store on a highway or inside street
- A string street district located along a street or highway
- Secondary business district in a city or shopping area that is bounded by the intersection of two major streets.
- Neighborhood shopping center featuring 5-15 stores, serves from 7,000 to 70,000 people and the emphasis is on convenience goods; along a major thoroughfare.
- Downtown store in the central business district
- Planned shopping center or near the central business district, a result of urban redefinition.
- Community shopping center featuring 15-25 stores. Serves from 20,000-100,000 people, mostly convenience goods, close to populated suburban.
- Regional mall featuring 50-100 or more stores with full line of offerings with fashion emphasis

3. Store Statistics:

- | | |
|--|--|
| <input type="checkbox"/> number of floors | <input type="checkbox"/> number of branches |
| <input type="checkbox"/> total square feet | <input type="checkbox"/> number of departments |
| <input type="checkbox"/> total number of employees | <input type="checkbox"/> number of entrances |

4. Physical Appearance:

- approximate age of the store
- describe the store front and marquee of the store
- _____

5. Describe the atmosphere of the store interior. Check the appropriate answers.

- | | |
|---|---------------------------------|
| <input type="checkbox"/> traditional | <input type="checkbox"/> modern |
| <input type="checkbox"/> uses boutique or small shop concept with the store | <input type="checkbox"/> other |
| <input type="checkbox"/> unique, dramatic | |

6. Management:

President _____
Vice President _____
Store Manager _____
Personnel Director _____
Head of Store Security _____
Supervisor of Store Accounting _____

7. Draw the organizational structure of the store or include one if provided by the store.

(Attach on another sheet)

8. Write a brief history of the development of the store from its beginnings to the present day.

Merchandising Policies:

1. Degree of Fashion Leadership

_____ high fashion leader, exclusive styling is the foundation of the store.
_____ middle of the road fashion, caters to customers who are neither first nor last to adopt new fashion goods.
_____ goods are past the peak of mass acceptance and may be in the decline stage
_____ fashions have become widely accepted, emphasis is placed on value and price

2. Assortment of Goods

_____ carries shallow, broad assortments
_____ carries shallow, narrow assortments
_____ carries deep, broad assortments
_____ carries deep, narrow assortments

3. Brands and Exclusivity

_____ majority of the stock from nationally advertised known brands
_____ a private or store brand is offered
_____ designer names are found in most departments
_____ tend to feature unbranded merchandise
_____ exclusive styles are considered important
_____ exclusive styles are not important to the buyer

4. Prices Offered

_____ high price and prestige merchandise offered throughout the store
_____ moderate price merchandise offered throughout the store
_____ low or budget price merchandise offered throughout the store
_____ higher price ranges in prestige departments and lower price ranges in budget departments

5. Maintenance of Basic Stock

_____ basic stock is always in the store
_____ basic stock is usually in the store
_____ careless about maintaining basic stock in each department

6. Quality of Merchandise

_____ store carries best the market affords
_____ no standards set or enforced
_____ acceptable quality featured in each department
_____ the store is inconsistent in quality offered in each department

7. Customer Services (check all that apply). Be specific.

- | | |
|--|---|
| <input type="checkbox"/> store charge account | <input type="checkbox"/> mailing service at reasonable rate |
| <input type="checkbox"/> Visa | <input type="checkbox"/> interior design |
| <input type="checkbox"/> MasterCard | <input type="checkbox"/> hair salon |
| <input type="checkbox"/> American Express | <input type="checkbox"/> restaurant |
| <input type="checkbox"/> cash only | <input type="checkbox"/> delivery |
| <input type="checkbox"/> lay-away | <input type="checkbox"/> special orders |
| <input type="checkbox"/> a variety of services are offered to customers | <input type="checkbox"/> Bridal registry |
| <input type="checkbox"/> a limited number of services are offered to customers | <input type="checkbox"/> alterations |
| <input type="checkbox"/> minimal services are offered to customers | |

8. Selling Services

- | | |
|--|--|
| <input type="checkbox"/> personal selling | <input type="checkbox"/> over-the-counter selling |
| <input type="checkbox"/> self-selection | <input type="checkbox"/> mail & telephone selling |
| <input type="checkbox"/> salon type in prestige departments | <input type="checkbox"/> self-service in all departments |
| <input type="checkbox"/> emphasis on personal selling in all departments | |

9. Adjustments and Returns (check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> specifies a time limit for returns | <input type="checkbox"/> returns are accepted for exchange of merchandise only |
| <input type="checkbox"/> a due bill or mailed check is given for return merchandise without a sales receipt | <input type="checkbox"/> has a liberal cash refund policy; will take back anything |
| <input type="checkbox"/> requires the customer to present a sales receipt for the goods in order to receive a cash refund | <input type="checkbox"/> refuses to accept the return of certain types of goods, such as lingerie and bathing suits |

10. Which statement best describes the store's attitude toward the customer?

- | | |
|--|---|
| <input type="checkbox"/> the customer is always right | <input type="checkbox"/> the store will make few or no adjustments to customers |
| <input type="checkbox"/> the customer may not be right, but the customer is always the customer given the benefit of the doubt | <input type="checkbox"/> other |
| <input type="checkbox"/> only when the store is convinced that the customer is right is any kind of adjustment made | |

11. Who is responsible for handling customer adjustment or problems in your department store?

- | | |
|--|---|
| <input type="checkbox"/> cash refunds must be approved by the department supervisor | <input type="checkbox"/> the manager must approve adjustments and returns |
| <input type="checkbox"/> damaged adjustments must be approved by the department supervisor | <input type="checkbox"/> a centralized adjustment department handles all claims for the store |
| <input type="checkbox"/> sale personnel may approve charge returns | |

“END”

Assignment #2 Customer Analysis

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

Customers:

1. How would you describe the fashion emphasis level of the department's target customer?

_____ bizarre

_____ updated contemporary

_____ conservative

_____ chic (trend setters)

_____ classic

2. What is the income level of the target customer?

_____ upper class

_____ middle

_____ upper middle

_____ lower

3. Check the word(s) which describe the life style of the department's target customer.

_____ housewife

_____ socialite

_____ student

_____ professional person

_____ working person

_____ other

4. Which department or classification receives most of customers' sales?

_____ basement

_____ better

_____ moderate

_____ designer

5. What is the age range of the department's target customer?

_____ children

_____ 25-45

_____ 17-25

_____ 45 and up

6. What is the sex of the department's target customer?

_____ male

_____ male and female

_____ female

7. What motivating factors contribute to the purchase activities of target customers?

_____ customer buys out of necessity

_____ customer buys to keep current with fashion

_____ customer usually buys sale items

_____ customer buys for special occasion

_____ customer usually buys impulse items

8. What is the shopping attitude of target customers concerning price and quality?

_____ price oriented

_____ brand oriented

_____ very selective, not price oriented

_____ price and quality oriented

9. Determine the frequency of customer visits.

_____ shops 2 or 3 times a week

_____ no regularity

_____ shops weekly

_____ shops seldom

_____ shops monthly

10. How does the customer usually shop?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> alone | <input type="checkbox"/> with friend |
| <input type="checkbox"/> with spouse | <input type="checkbox"/> other |
| <input type="checkbox"/> with parent | |

11. What is the store's emphasis concerning customer contact by telephone or mail?

- | | |
|--|---|
| <input type="checkbox"/> not important | <input type="checkbox"/> encouraged, but not stressed |
| <input type="checkbox"/> part of a wage incentive plan | |

12. Do customers usually respond to telephone or mail contact?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> yes | <input type="checkbox"/> no |
|------------------------------|-----------------------------|

13. What is the shopping attitude of customers concerning sales assistance?

- | | |
|---|---|
| <input type="checkbox"/> wants no assistance | <input type="checkbox"/> looks for predetermined merchandise, wants assistance in finding size and classification |
| <input type="checkbox"/> wants assistance in coordinating ensembles | <input type="checkbox"/> wants assistance in determining fit |
| <input type="checkbox"/> other | |

14. What is the major reason for customer returns?

- | | |
|--|--------------------------------|
| <input type="checkbox"/> fit or color | <input type="checkbox"/> gift |
| <input type="checkbox"/> didn't try merchandise on | <input type="checkbox"/> other |
| <input type="checkbox"/> damage | |

15. Buying procedures used by target customers

- | | |
|--|--|
| <input type="checkbox"/> usually buys single items | <input type="checkbox"/> no clear pattern is distinguishable |
| <input type="checkbox"/> usually buys multiple items | <input type="checkbox"/> other |
| <input type="checkbox"/> usually selects coordinated merchandise | |

Department Analysis:

1. What is the name of your department? (example: sportswear)

2. How would you describe the price lines in your department?

- | | |
|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> prestige | <input type="checkbox"/> promotional |
| <input type="checkbox"/> volume | |

3. How would you classify the size ranges offered in your department?

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> misses sizes | <input type="checkbox"/> maternity |
| <input type="checkbox"/> junior sizes | <input type="checkbox"/> men's |
| <input type="checkbox"/> petite size | <input type="checkbox"/> children |
| <input type="checkbox"/> plus size | |

4. Classification identification

(Classifications are identified as items that can be substituted by the customer in its end-use can be placed on a classification).

Give information concerning the CLASSIFICATIONS in the department:

<u>Name of classification or sub-classification</u>	<u>Classification or Department No.</u>	<u>General description – including price points, quality, size range, and so forth</u>
Ex. Blouse	Ex. 401 035	Ex. better sportswear, \$32.00, \$50.00 best quality

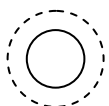
5. Resources – name 6 major resources carried in your department

	<u>Resource</u>	<u>Quality</u> (good, fair, poor)	<u>Type of merch.</u> (fashion, staple)	<u>Price points</u>
Example:	College Town	Good	Fashion	\$15 – \$35
1				
2				
3				
4				
5				
6				
7				
8				

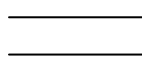
6. What are considered basic items in this department?

7. What items may be classified as fads?

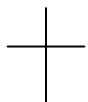
8. Draw a department layout (this does not have to be to scale) on a separate sheet. Include department's location in store, fixtures, terminal dressing rooms. In the layout specify which fixtures are promotional, regular price and clearance. Use these symbols (You may copy and paste them into another sheet):



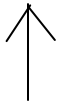
round racks (rounders)



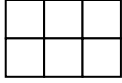
parallel racks



4 – arms (quads)



T – stands



Cubed fixtures

Below, describe other fixtures used in your store:

9. Evaluate the department layout considering shop lifting, convenience, appearance and traffic.

10. Which traffic flow pattern did you find in the department?

straight (grid iron)

curving (free flow)

boutique or shop concept

combination

11. Is the traffic flow functional?

12. What departments are adjacent to the department you are evaluating?

13. Are these departments related?

14. How?

“END”

Assignment #3 Visual Merchandising

Name _____

Store _____

Phone Number _____

Dept. _____

Supervisor's Name _____

Title _____

1. Who is responsible for the displays in your store?
Department? _____

2. Are decisions concerning displays made in the store by corporate office?
Yes _____ No _____

3. What guidelines are set by corporate office?

4. Does the store have a central display theme throughout the store or does it vary from department?

5. How often are displays changed?

_____ in the department

_____ in the windows

6. Mannequins and their use:

_____ structural and decorative props are used with
_____ mannequins

_____ structural and decorative props are used with
_____ mannequins

_____ mannequins have suitable proportion for merchandise
shown, for example, petite mannequins for petite

_____ merchandise

_____ mannequins reflect fashionable hair styles,
faces, and make-up

_____ non-conventional forms are used for
_____ mannequins, such as soft sculpture

_____ merchandise is shown without mannequins

7. Forms of displays used:

_____ single-item product display

_____ assorted display; with a wide range of merch.

_____ lifestyle or action displays

_____ theme/setting displays

_____ other

8. Interior display areas used

_____ island and aisle displays

_____ shelves

_____ counters

_____ ledges

_____ walls

_____ cases

_____ other

9. Use of shop concept in merchandise presentation (check all which apply).

_____ trend shops

_____ shops for special customer (ex. petite)

_____ designer shops (ex. Ralph
Lauren)

_____ shop concept is not used

_____ lifestyle shops (ex. active wear) _____

Merchandise presentation in departments

Yes	No	1	Merchandise is grouped according to classification (ex. all blouses are together)
		2	Merchandise is colorized by using one color per fixture.
		3	Color is mixed by changing values from light to dark on each figure.
		4	Fabrications are segregated or fixtures.
		5	Clearance merchandise is segregated.
		6	T-stands are used on the aisle to present new arrivals, single items and one look coordinates.
		7	Merchandise and front of fixtures are “propped” or accessorized.

10. Using the attached rating sheet (next page), critique one display in the store.

Visual Display Rating Sheet

Rate one of the displays in your store by placing an “X” in the space that best applies.

		Poor	Average	Very Good	Excellent
1. Power to attract attention					
	Is background appropriate?				
	Has a dominant theme that tells a fashion story?				
	Are display props suitable and attractive?				
2. Arrangement					
	Are the items in the window balanced?				
	Is the scale of the window and props pleasing?				
	Do major items within a unit point to the next?				
	Simple, with impact achieved through well-planned repetition?				
3. Selling power					
	Are the colors used in the display harmonious?				
	Is it possible to find and concentrate on the most important items?				
	Is the display distinctive and dramatic, enhances the value of merchandise?				

“END”

Assignment #4 Markdown Evaluations

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

Markdown Evaluations

1. Who decides to take markdown?

____ buyer

____ store manager

____ department manager

____ other

2. When and how are markdowns taken?

____ when the merchandise has been in the store two or three weeks

____ small markdowns taken throughout the season

____ as soon as a decline in customer demand is noted

____ large markdown taken at the end of the season

____ at the end of a selling season for clearance purposes

Evaluate a markdown rack or group by answering the following questions:

3. Give a general description of the merchandise being evaluated (type, season, department).

4. Which of the following do you consider causes for the markdowns taken?

a. Buying errors

____ overbuying

____ buying wrong sizes

____ buying poor styles, quality material, colors

b. Pricing errors

____ not being competitive in price for same goods

____ failure to lower retail price

____ calculate risk in carrying "prestige items"

____ setting the price too high

____ deferring the taking of price reductions too long

c. Selling errors

____ careless handling of merchandise, resulting in

____ soiled and damaged goods

____ failure to show and display merchandise properly

____ uniformed sales personnel

____ special sale from regular stock

d. Broken assortment and remnants

____ remainder of current season's styles and colors not

____ special purchases (garments purchased at lower price) and offered as a promotional group

____ being reordered

____ remainders of old season merchandise

5. Does the lower price compensate for the fact that these special purchase garments are sold late in the season and often are made in less desirable fabrics than the original?

____ yes

____ no

"END"

Assignment #5 Advertising

Name	Store
Phone Number	Dept.
Supervisor's Name	Title

1. Who plans the advertising for your store?

<input type="checkbox"/> advertising department	<input type="checkbox"/> ad agency
<input type="checkbox"/> corporate office	<input type="checkbox"/> other, specify:

2. Give the name and title of the person who is responsible for advertising in your department.

Name	Title
------	-------

3. Does the store have an advertising budget?

<input type="checkbox"/> yes	<input type="checkbox"/> no
------------------------------	-----------------------------

4. a. Is the advertising budget determined by percentage of sales?

<input type="checkbox"/> yes	<input type="checkbox"/> no
------------------------------	-----------------------------

b. What percentage of sales is budgeted for advertising?

--

c. How is the total advertising dollar distributed by percentage (approximate) among the following media:

<input type="checkbox"/> newspaper	<input type="checkbox"/> mall tabloids
<input type="checkbox"/> radio	<input type="checkbox"/> television
<input type="checkbox"/> direct mail	<input type="checkbox"/> other
<input type="checkbox"/> catalog	

5. How does your store determine what media to use?

--

6. How much is co-op advertising used by your store?

<input type="checkbox"/> frequently	<input type="checkbox"/> seldom
<input type="checkbox"/> occasionally	<input type="checkbox"/> never
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

7. Ad Evaluation – Cut out an ad from your store (your department if applicable) attach it to the sheet and evaluate:

A) Type of ad	<input type="checkbox"/> product	<input type="checkbox"/> institutional
B) Type of product ad	<input type="checkbox"/> single	<input type="checkbox"/> assortment
	<input type="checkbox"/> theme	<input type="checkbox"/> departmental
C) Condition of sale	<input type="checkbox"/> regular price	<input type="checkbox"/> reduced
	<input type="checkbox"/> special price	<input type="checkbox"/> clearance

D) Where was the ad located? (Section of the paper)

E) Why was this location chosen?

F) When was the ad run?

G) Does this ad conform to the store image?

H) Were sales personnel given sufficient information concerning this ad?

I) Who was responsible for setting up the department or store with signs and merchandise?

J) Was this done efficiently and effectively?

K) Were tear sheets available in each store/department for sales personnel or department manager?

Ad Results

_____ how many items were in stock before the ad broke?
_____ was merchandise sufficient to cover response to the ad?
_____ total dollar sold

_____ were special displays used?
_____ total units sold
_____ do you consider this ad cost effective?

“END”

Assignment #6 Buying

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

1. Does the store use a resident buying office?

_____ yes

_____ no

2. If so, what is the name of the buying office?

Location of buying office

3. Market visited regularly:

_____ Atlanta

_____ Los Angeles

_____ Chicago

_____ New York

_____ Dallas

_____ other, please specify:

4. Seasons covered by market visits:

_____ Fall

_____ Summer

_____ Winter

_____ Holiday/Cruise

_____ Spring

5. If the buyer does not go to market, how does the store obtain merchandise?

_____ buys when sales representative visits the store

_____ catalogue

_____ buys from sales representative outside the store

_____ other

6. When does the buyer consider it justifiable to cancel an order or return merchandise to the vendor?

_____ late delivery

_____ damaged merchandise

_____ split shipments

_____ variation of price

_____ substitution made of merchandise ordered change

_____ other:

7. What is the buyer's responsibility concerning advertising?

_____ writes buyer's request for advertising department

_____ attends ad meetings

_____ selects merchandise to be shown in the advertisement

_____ responsible for ad counts

_____ orders appropriate signs

_____ has no responsibility for advertising

8. How does the buyer obtain information to be used in assortment planning?

_____ want slips

_____ publications

_____ past purchases

_____ other buyers

_____ salespeople

_____ vendors

_____ surveys

_____ other

9. Who is responsible for buying imported merchandise?

- local buyer
- corporate buyer
- buying office
-

- no imports are stocked
- buying office and corporate buyer
- other:

10. Why is imported merchandise bought?

- for promotional reasons only
- for regular stock

- for regular stock and promotions
- other

11. How does the buyer plan her visits while in the market?

- geographical location
- by prime sources
- by type of merchandise
-

- by price line
- other
-
-

12. What is the buyer's attitude toward seeing sales representatives in the store or office?

“END”

Assignment #7 Dollar and Stock Planning

Name _____ Store _____

Phone Number _____ Dept. _____

Supervisor's Name _____ Title _____

1. Who is responsible for dollar planning of merchandise in your department?

Name _____ Title _____

2. Does this person use the 6-month merchandise plan?

_____ yes, if which does the buyer plan first?:
_____ units
_____ dollars

_____ no

3. How frequently are merchandise plans prepared?

_____ 2 times a year
_____ 3 times a year

_____ 4 times a year
_____ more than 4 times a year

4. Assortment plans are made by

_____ basic stock list
_____ model stock plans

_____ "never out" list
_____ no assortment plans made

5. Does your buyer leave open-to-buy dollars free?

_____ yes

_____ no

6. How is the open-to-buy usually spent?

_____ staple items
_____ special orders
_____ regular stock

_____ fashion or new items
_____ promotional items

7. Markup

_____ buyer must maintain a specified mark-up percentage
_____ buyer uses keystoneing plus additional dollars

_____ buyer uses keystoneing mark-up

8. What is the maintained mark-up percent for the current season? (if applicable)

--

9. Does your store keep stock-to-sales ratio figures?

_____ yes

_____ no

10. Does your store keep figures or stock turnover rate?

_____ yes.

_____ no

_____ If yes, what is the current stock turnover rate?

11. When are physical inventories taken?

_____ once a year

_____ twice a year

12. Are the markdowns a part of the six-month plan?

_____ yes

_____ no

13. Assortments are analyzed by:

_____ price lines

_____ classification

_____ dollar totals

_____ no analysis is done

“END”

Assignment #8 Receiving and Marking Stock

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

I. Square Footage Analysis. List the square footage for each of the following:

OVERALL TOTAL
1. Total Selling area

2. Total Non-selling area
a. receiving
b. marking
c. stock
d. restrooms
e. offices
f. workrooms

II. Receiving

1. Where is the freight delivered for your store?

[Empty box for answer]

2. Is the freight delivered
at a set time each day
only on certain days

continuously on weekdays
other, please specify:

3. Is the freight delivered to the store by
store owned trucks
vendor owned trucks
common carrier
UPS

air
train
other, please list:

4. Who first receives the merchandise and checks it in from the invoice or package slip?

Name

Title

5. Is the merchandise sent to the store from
distribution center
manufacturer

transfer from other branch

III. Marking Initial Price on Merchandise

1. Where is the merchandise marked?

in a warehouse or distribution facility located in
another part of the city
in a special area within the store
in each department or division only

in a warehouse or distribution facility located
in another city
merchandise is pre-marked by vendor
other, please specify:

2. Who does the marking?

3. What special equipment is used for marking?

4. List steps in order of sequence for marking procedure.

5. What percent of the merchandise is pre-ticketed?

6. What type of ticket system is used?

- handwritten
 store printed
 electronic wand

- kimball punch
 magnetic strip
 other:

7. If tickets are available, please attach examples of each ticket or tag below. If there is more than one type used, please label the ticket and its use. (This may be photocopied or scanned into this document if you choose.)

IV. Marking Techniques for Theft Prevention

1. Are special marking or tagging procedures used to prevent theft of merchandise?

- yes no

2. If special marking or tagging procedures are used, answer the following questions:

a. When is the merchandise tagged?

b. Who tags the merchandise?

c. What type of prevention device(s) is used? List.

V. Storage of Stock

1. Where is the merchandise stored after it is marked before it is placed on the selling floor?

- in a stockroom located in the department on a fixture within the dept.
 in a stockroom located in the store adjacent to the dept. other, please specify:
 in a stockroom located in the store away from the dept.

2. Are special forms necessary for moving stock to the selling floor?

- yes no

3. How is the merchandise moved from the stock area to the selling floor?

(list the steps in order of sequence).

4. Where is the merchandise counted?

_____ in the stock room

_____ on the selling floor

5. How are the invoices marked?

6. What is the average time it takes to get the merchandise from the stock room to the selling floor?

VI. Re-Marking Merchandise

1. Where is re-marking done when price changes are necessary?

- _____ merchandise returned to marking room and _____ merchandise is re-marked in a stockroom away
- _____ price is changed _____ from the department
- _____ merchandise is re-marked on the selling floor _____ other, please specify:
- _____ merchandise is re-marked in a stockroom
- _____ adjacent to the department

2. Who is responsible for re-marking merchandise when price changes are necessary?

Name	Title

3. Who actually does the re-marking? CHECK ALL THAT APPLY

- | | |
|---|--|
| <ul style="list-style-type: none"> _____ marking room personnel _____ buyer _____ associate buyer _____ buyer trainee | <ul style="list-style-type: none"> _____ store manager _____ assistant store manager _____ sales staff _____ |
|---|--|

4. What forms are used for re-marking

- | | |
|--|--|
| <ul style="list-style-type: none"> _____ MD forms _____ MU forms | <ul style="list-style-type: none"> _____ MD - cancellation _____ MU - cancellation |
|--|--|

5. What are some causes for re-marking?

- | | |
|---|---|
| <ul style="list-style-type: none"> _____ promotional _____ errors _____ price increase | <ul style="list-style-type: none"> _____ damaged merchandise _____ broken sizes |
|---|---|

“END”

**WEEKLY
WORK EVALUATION
FORM**

(You will need one for each week. See the syllabus for the total number of weeks you must complete a form.)

Name

Store

Weekly Work Evaluation Form

Week Number:

Employment Dates:

Phone Number

Dept.

Supervisor's Name

Title

Position in which you are working:

Training you have received:

Analysis of training used:

Evaluation of procedures used:

New things you have learned:

Experiences you have had in dealing with customers/other personnel.

Comments:

**MIDTERM AND FINAL
EVALUATION FORMS**

Midterm Evaluation Form (See syllabus for due date)

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

DATE: _____

Midpoint Progress Report
(To be completed by the student)

Briefly summarize your experience to date:

New insights into the field:

Any problems encountered:

What would you suggest to the employer for change:

What other work related activities would you like to have in the time that remains in your internship? Have you discussed this with your cooperating employer?

Final Internship Report

Name Store

Phone Number Dept.

Supervisor's Name Title

DATE: _____

Final Internship Report
(to be completed by the student)

1. What were the main activities in which you participated?

2. What activities constituted the best learning opportunities for you?

3. What work related activities were not included that would have been useful to you?

4. What did the internship contribute to your education?

5. What contributions did you make to your organization?

6. What suggestions for change do you have to the internship program?

7. What goals of yours were achieved during the internship work experience?

**SELF EVALUATION AND
INTERNSHIP EXPERIENCES**

Self Evaluation

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

Rate yourself on the quality of your performance. Include the following: knowledge of work, personal appearance, communication skills, and professional judgements.

In what area do you feel your greatest abilities lie?

In what areas do you need improvement?

If you were hiring someone with your qualifications, would you hire yourself? Why or why not? Explain.

Use the space below to give advice to upcoming interns in the Fashion Merchandising program:

Optional for students who had to find temporary housing:

If you have information that may be helpful to future interns regarding housing please include it below, for example how you found it, the name, etc.

Checklist for Completed Internship Experiences

_____	_____	_____
Name	Store	
_____	_____	_____
Phone Number		Dept.
_____	_____	_____
Supervisor's Name		Title

Check in the appropriate blanks the various experiences you have had as you progress through your internship. We realize that a student may not experience all of these.

- | | |
|---|--|
| _____ visited a branch store | _____ attended an ad meeting |
| _____ set up fixtures or area for sale merchandise | _____ determined department slow/fast sellers |
| _____ opened and closed register | _____ observed showing by a manufacturer's representative in the store |
| _____ participated in selling activities | _____ marked merchandise down |
| _____ attend store meeting | _____ participated in taking physical inventory |
| _____ attend store seminars | _____ took stock counts |
| _____ participated in store orientation | _____ checked merchandise into the department |
| _____ visited a buying office or corporate office | _____ handled customer complaints |
| _____ planned "floor moves" | _____ met sales quota |
| _____ executed "floor moves" | _____ assisted with a fashion show |
| _____ coordinated merchandise within the department | _____ worked during a special sale, such as "Moonlight Madness" |
| _____ displayed merchandise within the department | _____ shopped the competition |
| _____ transferred merchandise to another branch | |

other, please list all activities

--

Checklist for Forms

Name

Store

Phone Number

Dept.

Supervisor's Name

Title

Check any of the following forms that you have used, completed, or become familiar with through observation during the internship period.

_____ loan slips or books

_____ purchase orders

_____ charge-back form

_____ price change report

_____ markdown cancellation form

_____ price ticket requisition

_____ sign requisition form

_____ unit control records

_____ departmental purchase journals

_____ receiving reports

_____ age of stock reports

_____ ad results report

_____ inventory count sheet

_____ transfer forms

_____ weekly sales to stock reports

_____ sales report

_____ departmental operating statement

_____ open-to-buy report

other, please specify

--

**COPIES OF SUPERVISOR'S
MIDTERM AND FINAL
EVALUATION FORMS**

(It is your responsibility to provide your supervisor with a printout of these forms prior to the due dates.)

MIDPOINT EVALUATION FORM

(To be completed by the Internship Supervisor) (Students will supply due date)

Student's Name

Company

Phone Number

Dept.

Supervisor's Name

Title

Please check the statements under each item that would best describe the student.

Attitude Toward Criticism

____ Asks for constructive criticism
____ Accepts criticism, profits from suggestions

____ Accepts criticism, does nothing about it
____ Resents criticism

Attitude Toward Work

____ Positive approach, wants to succeed
____ Enjoys work and shows promise

____ •I don't care• attitude prevails at times
____ Negative approach, appears bored with the job

Cooperation

____ Cooperates willingly at all times
____ Usually cooperates with others

____ Often resents cooperating with others
____ Unwilling to cooperate with others

Courtesy

____ Always considerate and courteous
____ Usually is considerate and polite

____ Polite to customer, but inconsiderate of fellow workers
____ Inconsiderate of others, rude to others

Initiative

____ Energetic, capable and willing to go beyond assigned duties
____ Performs routine work accurately

____ Needs occasional prodding to complete routine
____ Fails to complete expected work

Knowledge of Job

____ Understands the job thoroughly
____ Is interested and desires to learn more about job

____ Listens to instructions but does not seem to understand
____ Has little understanding of the job, does not try to learn

Performance on Job

____ Performs duties with high degree of accuracy
____ Usually performs skillfully and with relative ease

____ Listens to instructions but fails to follow through
____ Extremely careless and inaccurate in job performance

Personal Appearance

_____ Attractive, neat, and appropriately groomed at all times
_____ Usually is neat and attractive

_____ Frequently neglects personal appearance

_____ Must improve personal appearance to maintain the job

Reliability

_____ Can always be depended upon and is extremely conscientious
_____ Can usually be depended upon, is conscientious

_____ Completes job but requires close supervision

_____ Unreliable

Work Habits

_____ Efficient, manages time and energy well
_____ Industrious but not always efficient

_____ Frequently wastes time and energy

_____ Fails to manage time and energy well, is lazy

Areas of improvement:

Has this report been discussed with the student?

_____ Yes

_____ No

Supervisor's Signature

Date

FINAL EVALUATION FORM (Student will supply due date)

(To be completed by the Internship Supervisor)

Student's Name

Company

Phone Number

Dept.

Supervisor's Name

Title

Rate each quality by circling the number which you believe best applies to the student's performance.

	Excellent	Above Average	Average	Below Average	Poor
Maintains good relations with fellow workers and supervisor					
Uses good judgment in relationship to job					
Shows enthusiasm and interest in learning job					
Is receptive to supervision, instruction and constructive criticism					
Attendance					
Quality of Work					
Dependability					
Over-all Performance					

(1) Do you feel that the student has been able to grasp the work related knowledge necessary to enter the field? If not, why?

(2) What are the student's outstanding abilities or qualifications?

(3) How did the student perform in these areas?

1. Assertiveness

2. Leadership

3. Ability to work independently

4. Oral communication

5. Analytical ability

6. Spreadsheets

7. Creativity

8. Writing Skills

9. Retail Math

10. Team Work

11. Initiative

Has this report been discussed with the student?

_____ Yes

_____ No

Supervisor's Signature

Date