Gifted Introduction to Business: Shoebox Window Display Project

Purpose:

You are going to create a window display for a retailer of your choice.

You will need a shoebox and any other special supplies you require.

Available to you will be: construction paper, markers, crayons, tape, glue sticks, paperclips, and miscellaneous other supplies.

Step 1: Choosing a retailer and answer the Getting Started Planning Questions

In the Google Doc provided, answer the following "Getting Started Planning Questions:

- a. What type of store is it? (specialty, department, service, grocery/supermarket, convenience, drug)
- b. What are the main products of the store?
- c. Would you consider them a discount store, high end merchandise, average priced products? Explain.
- d. Choose a theme for your shoe box: What is your purpose? (Items in your window should connect to your theme and purpose. Examples: Season, event, product, store promotion)
- e. What type of merchandising display, did you select and why? Choose a display theme: Options are: one item display: showing a single item, similar-product display: showing one kind of item from several different brands, related-merchandise display: grouping items that can be used together, cross-mix merchandise display: featuring mixed merchandise that creates a scene

Step 2: Create your Window Display in the shoebox.

Keep the following elements in mind:

Colour - make sure your colors connect with each other, match your theme, and the store's image and colors. Direction - make a smooth transition from one item to the next. Do your items flow together?

Proportion - make sure the size of your objects in the display are proportionate Motion - any motorized or animated feature you might add Lighting - merchandise appears to be more attractive Sound - adds to store image

Examples of Shoebox Displays



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