

# ATC School Store

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Block 3



## Business Aspect:

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- Blueprint of the store
- Visual layout of the room
- Painting and decorating to attract different types of customers
- Made sure our income exceeded our expenses





## Business side of the job:

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Inventory:



Store Room:





## Marketing Aspect:

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- Sent out a survey asking what the consumer likes and dislikes
- Item trial and error
- Bright colors around sell items to attract the customer
- Managing sales records and inventory



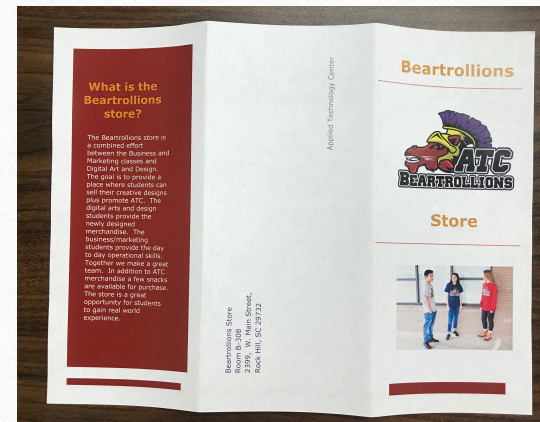


# Marketing side of the Job:

Marketing to younger consumers:



Information on Pamphlet:





## Advertising Aspect:

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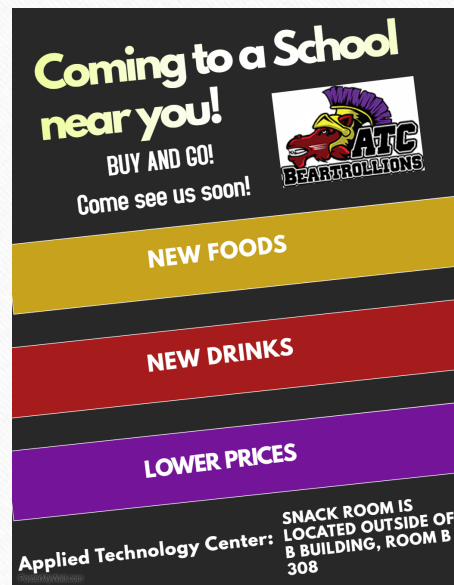
- Posters announcing the opening of the store
- Flyers showcasing our products and what the store was about
- Pamphlets with information about how to order and purchase different items





# Advertising Side of the Job:

Flyer:



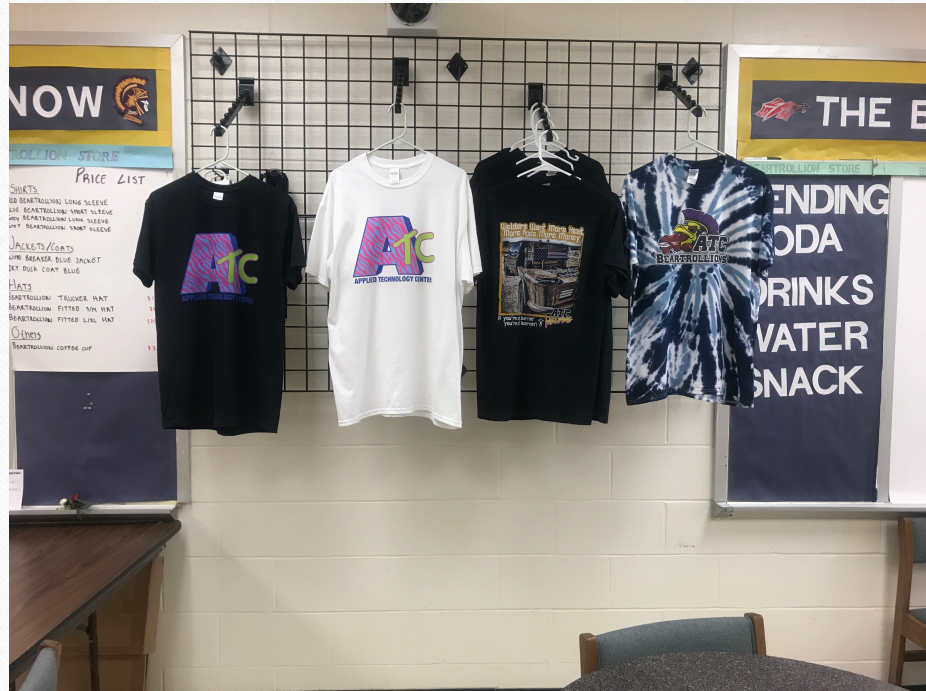
Pamphlet:





## Digital Art and Design Aspect:

- Created and designed all merchandise
- Asked customers for shirt and hat ideas





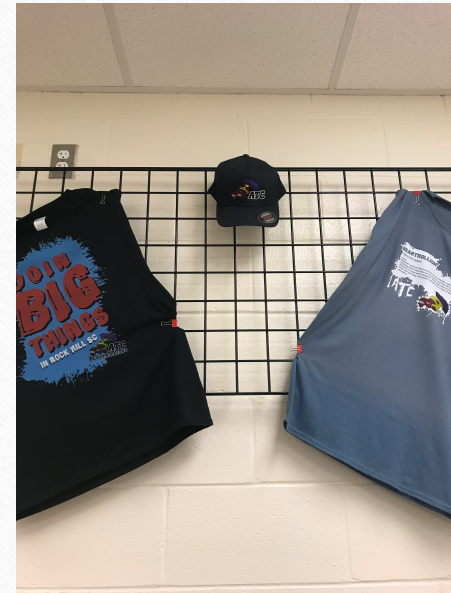
# Digital Arts and Design Side of the Job:

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Shirts:



Hats:





Thank you Mrs. Pascal for this great experience  
and the past 4 years of great business teaching!

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