**FAS 3335 Term Project**

Students are required to complete a project which involves them “acting in a consulting capacity” for a top 100 U.S. based retailer. Each student will select one of the top 100 U.S. based retailers and analyze in depth the overall strategy of this retailer. At the conclusion of the project students will make recommendations for how the retailer can be improve, grow, and become more competitive in the industry.

The six steps to the project are:

**Step 1: Research** - history and background of the retailer, sales and profit growth, corporate mission, and key financial data from the retailer’s annual report and balance sheet. Example of advertising and other promotional vehicles should also be included along with a discussion of important events that have helped shape the organization. Make sure you include online promotional activities.

**Step 2: Conduct a SWOT Analysis** – identify internal strengths and weaknesses of the retailer as well as external threats and opportunities associated with the industry and its competition.

**Step 3- Omni-Channel Analysis-** Analyze the effectiveness of the retailers’ application of omni-channel strategies to achieve a customer-centric experience

**Step 4: Choose a Key Competitor and Predict Their Future** – compare the retailer with an important key competitor. Note important differences and similarities in strategy. How does their omni-channel strategies affect their business?

**Step 5: Recommendations for Making Your Retailer Bigger and Better** – differentiate between short term, intermediate term, and long-term strategies. Develop strategies that are both conservative and aggressive. Develop some strategies that require significant investments, as well as those that require fewer funds.

**Step 6: Power Point Presentation**

Using the outline for the term paper as a guide, develop and submit a power point presentation. This presentation is your synopsis of your research as the retail consultant. Your power point presentation should speak to the five (written) steps in your paper. A minimum of 12 slides (more is better) is required here to include all categories of research (mission, financial, promotional), SWOT, a thorough omni channel analysis, and a competitive analysis. Please include visuals in this presentation.

(In addition to submitting this with your term project, you will be asked to share your power point presentation with the class in our week 14 Discussion Board.)

**A minimum of five articles should be researched for this project and a minimum of five sources must be used in your research. The articles may come from the following resources: refereed journals, Business Week, Fortune, Forbes, Stores, and Wall Street Journal as well as our library resources.**

**Using the APA format for documentation, this ten to twelve-page project (not less than ten pages) should be double spaced, 12-point font Times New Roman. Please use headings between sections. Be sure to include a work cited page with your work.**