

Current Merchandise:

Insignia Wear (T-shirts, Sweatshirts,
Sweatpants, Hats, Shorts, Boxers,
Jackets, Polos, Tanks)
Children's Wear
Backpacks & Accessories

Potential Additions:

Not applicable at present
Follow trends

Current Profile:

The current Department is grossly overstocked. The space is cramped and there is no clear definition of merchandise. The space and layout shortcomings do not allow for any consistent level of visual presentation.

Potential:

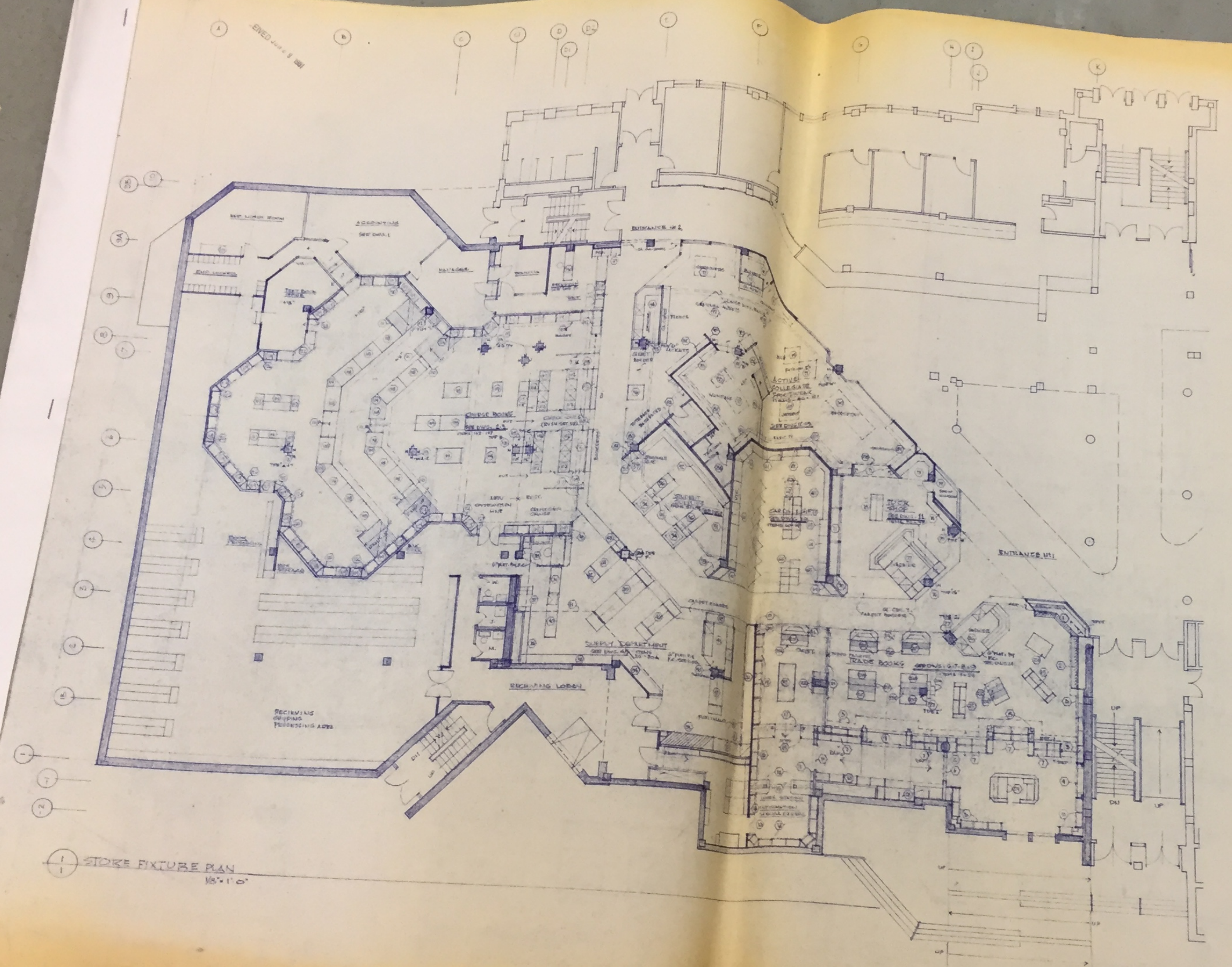
Repositioning and severe stock reductions will be effective in allowing this Department to reach its potential. Of all the areas in the Bookstore, this Department is most desperately in need of plan-o-graph and strong inventory control systems. By focusing the Department on the styles that sell well, sales will grow and profitability gains will follow.

Needs:

- Immediate reduction of stock levels.
- Effective fixtures to maximize the presentation of product.
- Visual focus and graphic support to the sale of "basic" stock items.
- The creation of a comfortable and accessible environment complimentary to the University community and the store in general.
- The commitment to build a fresh and exciting mix of products that will revitalize the customer base and build upon it.
- Implement plan-o-gram merchandising programs.
- Improve stock returns.
- Stronger seasonal presentation.
- Training in the preparation and execution of a merchandising sales plan.



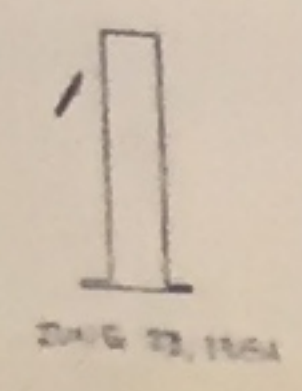
KEN WHITE ASSOCIATES INC
BOSTON UNIV. BOOKSTORE
2ND FL. ENTRANCE TO SCHOLARLY BOOKS



INDEX OF DRAWINGS

- 1/8" Scale Key Plan
- Plan & Details of Course Book Department
- Elevation & Details of Course Book Dept.
- Plan Elevation & Details of Supply Dept.
- Plan Elevation & Details of Student Supply Department
- Plan & Elevation of Trade Book Department
- Details of Trade Book Department
- Details of Trade Book Department
- Details
- Plan Elevation & Details of Gift Dept.
- Plan Elevation & Detail of Tack Shop
- Plan & Elevation of Active Collegiate Sportswear Department
- Details of Active Collegiate Sportswear Department
- Details
- Plan & Details of Reception Room & Offices
- Architectural Reference Plan

STORE FIXTURE PLAN
1/8" = 1'-0"



the university
BOOK STORE
UNIVERSITY OF NORTH CAROLINA

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