

## **MALL CREATION PROJECT**

**Computer lab time dates:**

**YOU ARE TO WORK IN GROUPS OF THREE:**

**NAMES:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**SELECT ONE PERSON TO ACT AS THE DIRECTOR FOR THIS PROJECT.**

**YOUR COMPLETED PROJECT WILL BE ON A POWERPOINT PRESENTATION AND WILL BE GIVEN IN THE ECC ROOM.**

### **TYPE OF MALL:**

When creating a mall, one of the first things to think about is the type of mall you would like to develop.

A **TOTALLY ENCLOSED MALL** - one in which all of the businesses are enclosed under one roof. Customers must enter the mall through specific entrances or the anchor stores to reach the other store

A **COMBINATION MALL** - Partially enclosed (usually in the back section) with a roadside strip mall appearance in the front.

1. Which type of mall would you like to create? Explain why?

### **SELECTING A COMMUNITY**

2. What will be your mall's business philosophy?
3. Where are you located? Explain the community and type of people that live there. Include the average household income.

4. What type of businesses will you have in your mall? Be specific.
5. What is your market segment analysis?
6. What is your mall's target market?
7. What are your demographics?
8. What are your psychographics?
9. What factors can affect buying behavior for your mall?

### **ANALYZING THE COMPETITION**

10. Who is your competition?
11. How many similar businesses are in your trading area?
12. What is your pricing strategy?
13. What types of products are you offering?
14. Do you do anything special for the customers?
15. How do they advertise or promote?

### **INDIVIDUAL STORE SPECIFICATIONS**

16. Select one type of store that you would like to open in the mall. This is your personal business.
17. Name the business and what type of store is it?
18. Develop an advertisement for your store. Explain what type of ad and why you chose that type of advertisement to promote your mall.
19. Find 5 examples of merchandise you will carry in the store.
20. What extras are at your mall? Restaurants, movies, games places etc....

**RUBRIC**

**POWERPOINT:**

**EACH AREA COVERED IS WORTH 5 POINTS IN THE POWERPOINT FOR A TOTAL OF 100 POINTS.**

**PRESENTATION:**

- |   |           |
|---|-----------|
| 1. EACH TEAM MEMBER SPOKE IN PRESENTATION | 10 POINTS |
| 2. ADVERTISEMENT FOR STORE                | 10 POINTS |
| 3. PROFESSIONAL DRESS                     | 10 POINTS |

**LAB TIME:**

**October 27-November 2<sup>nd</sup>. November 3<sup>rd</sup> students not in school.  
November 4<sup>th</sup> DECA Day. Present November 5<sup>th</sup> in ECC room.**

<b>PRESENTATION POINTS</b>	<b>30</b>
<b>POWERPOINT POINTS</b>	<b>100</b>
	<b>TOTAL 130 POINTS</b>