

NAME: _____

Think Like a Retailer

Retailer Deep Dive

After watching the oral history of your retailer, discuss the question **“What made this retailer successful?”** Answer the question below.

Retail Store Planning

Directions: Answer the questions below to plan your newly created retail store and then create a presentation that outlines the answer to each question.

1. What will the name of your store be?
2. What will be your store slogan?
3. What will be the purpose or goal of your store?
4. List the types of instruments and/or musical goods you plan to sell.
5. What should the logo of your store look like?