

**Part I:**

- Open *Virtual Business* (Start, Programs, Knowledge Matters, Virtual Business).
- Select Open an Activity.
- Select Merchandising.

Using the information on your screen, answer the following question:

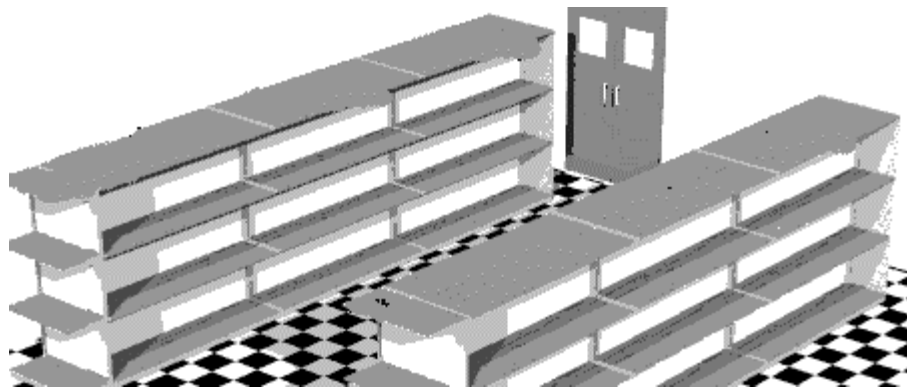
1. What is the purpose of this activity? \_\_\_\_\_

- Click OK.
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- 

**Part II:**

***Activity: Store Layout and Customer Traffic Patterns***

1. Label the shelves below to identify where the categories of items are being sold (where they are located on the shelves) in your store:



2<sup>nd</sup> Shelf

1<sup>st</sup> Shelf

**Fill in the following items:**

Beginning Date: \_\_\_\_\_

Beginning Store's Cash: \$ \_\_\_\_\_

2. Running your store in the *slowest mode* possible, run your store three (3) days to observe traffic patterns (Store Traffic Analysis). After the third day, stop the activity and record the following information:

Ending Date: \_\_\_\_\_

Store's Cash: \_\_\_\_\_

- Based on your observation, list three categories that *do not* appear to get a lot of foot traffic.

**Change some of the categories around and see if there's any change in foot traffic:**

3. Using the Dolly Tool change the following categories:

Move the categories so your 1<sup>st</sup> shelf is carrying sunscreen, potato chips, soda, and milk. Restart your activity and run your store for one week to observe if there is a change in the store traffic pattern. After the third day, stop the activity and record the following information:

Ending Date: \_\_\_\_\_ Store's Cash: \_\_\_\_\_

- Based on your observation, list three products that *do* appear to get a lot of foot traffic.

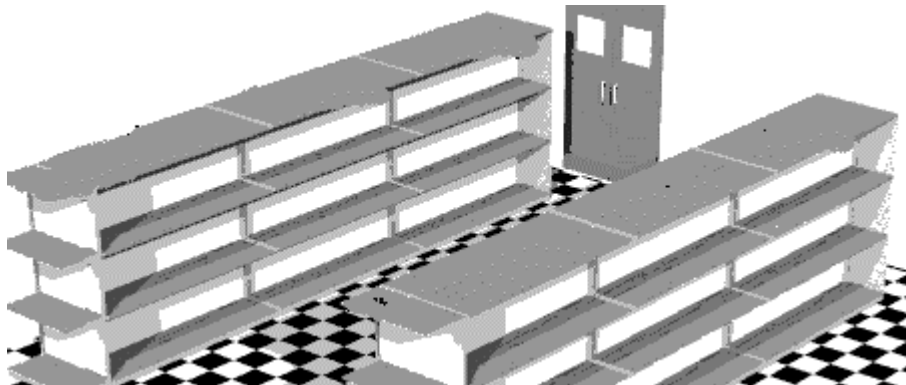
\_\_\_\_\_

4. Using the Dolly Tool, continue to rearrange the categories in your store so your sales keep increasing. Repeat this step until you have the best arrangement of categories possible.

**When your teacher tells you to stop, record the information below:**

Ending Date: \_\_\_\_\_ Store's Cash: \_\_\_\_\_

5. On the store layout, label the areas where your categories are now placed.



2<sup>nd</sup> Shelf

1<sup>st</sup> Shelf

