



The Wolves Den

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Lesson Title: Layout and Design Project

Course: Entrepreneurship

GPS Standards: BCS-EV-12, BCS-EV-21, BCS-EV-22, BCS-EV-34, BCS-EV-35, BCS-EV-37, CTAE-FS-11

Introduction

Your group's current position in The Wolves' Den is School Store Design Team. The Owner of The Wolves' Den has assigned your group to design a new layout for TWD and stock the school store with new merchandise. Each group will be given \$599 to spend on a new product to sell in TWD (yes, I'm serious).

The Task

First, you will need to measure the space that the school store occupies.

Next, you will gather information that you will need to plan for the layout, design and merchandise that will be used in the school store. This information should include equipment, furniture, security devices and fixtures that will be used in the school store. You will use the equipment and merchandisers already provided to you.

You will then produce a final list of all materials and merchandise that you will need for the school store, keeping within the budget that is provided. Finally, you will make a presentation to the class of the completed project. This can be in Power Point or any other media that your group elects to use.

The Procedure

1. For the first part of this project you will need a measuring tape and also a piece of graph paper with quarter inch squares. First step is to measure the area that the school store occupies. You will then need to transfer these measurements to your graph paper, using a scale of one-quarter of an inch equal 1 foot. You need to do a floor layout, and a layout for each wall, which should include where the doors exist and where the windows exist in TWD. This is important because if you decide to put any wall displays or any wall you will have the dimensions of your walls and where the doors and windows are located. Remember, our windows go from the ceiling to the floor.
2. The next part of this project is the information gathering of all furniture, fixtures, supplies, and any other additions than you might want to make into the design, merchandise, and layout of the school store. These items are already available in the school store. The budget amount that you are required to stay within is \$599 for merchandise that you will order to stock one area of The Wolves' Den.
3. Once your group has gathered all the above information, you will then create a spreadsheet in Excel for the merchandise that is going to be sold in the school store. Your Excel spreadsheets might have the following headings for the columns: company, quantity, size, description (color and style), cost, markup, and sales price. Just a reminder when ordering merchandise, make sure you put the sizes of apparel that you may be ordering in the description column of your spreadsheet.
4. The following vendors may be used for your school store project: Blue Hydrangea (www.shoptbh.com), MGI, Blue Moose Tees, Image Market, Burton and Burton
5. The next task is to come up with a flyer for an upcoming Spring Sale and "Fresh New Look" of your newly designed store. You can use Microsoft Word or Microsoft Publisher to design the flyer for the sale.
6. Once you have gathered the needed information for completing the design layout of your store you will need to transfer those design elements onto your original design. Layout will include measuring for racks, garment displays, window displays, display units, and any other fixtures or equipment. All measurements will be recorded onto your original design that is on your quarter inch graph paper.

Evaluation

The evaluation of your final product will be based on the following criteria. Design and layout of the store is worth 20 points. Excel spreadsheet calculations and description of products used for the project, 40 points. Data collection, all information is relevant to the project, 10 points. Flyer for the grand opening of the store, relevant to the final project, is worth 10 points. Presentation of the final project is worth 20 points.

Group Evaluation: Layout and Design Project

Name: _____

Group member being evaluated: _____

CATEGORY	4	2	1
Contributions	Routinely provides useful ideas when participating in the group and in classroom discussion. A definite leader who contributes a lot of effort.	Sometimes provides useful ideas when participating in the group and in classroom discussion. A satisfactory group member who does what is required.	Rarely provides useful ideas when participating in the group and in classroom discussion. May refuse to participate.
Quality of Work	Provides work of the highest quality.	Provides work that occasionally needs to be checked/ redone by other group members to ensure quality.	Provides work that usually needs to be checked/ redone by others to ensure quality.
Preparedness	Brings needed materials to class and is always ready to work.	Almost always brings needed materials but sometimes needs to settle down and get to work	Often forgets needed materials or is rarely ready to get to work.
Focus on the task	Consistently stays focused on the task and what needs to be done. Very self-directed.	Focuses on the task and what needs to be done some of the time. Other group members must sometimes nag, prod, and remind to keep this person on-task.	Rarely focuses on the task and what needs to be done. Lets others do the work.
Time-management	Routinely uses time well throughout the project to ensure things get done on time. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Tends to procrastinate, but always gets things done by the deadlines. Group does not have to adjust deadlines or work responsibilities because of this person's procrastination.	Rarely gets things done by the deadlines AND group has to adjust deadlines or work responsibilities because of this person's inadequate time management.
Total Points Possible			32
Total Points Earned			

LAYOUT AND DESIGN PROJECT RUBRIC

DESCRIPTION	POINTS POSSIBLE	POINTS EARNED	COMMENTS
Design and layout of the store	20		
Excel spreadsheet calculations and description of products used	40		
Data collection, all information is relevant to the project	10		
Flyer for the upcoming sale, relevant to the final project	10		
Presentation	20		
TOTAL POINTS EARNED			