



Student(s): Ashleigh Read **Class:** Store Planning

Assignment Brief: You are to create a store plan of your own design. The PowerPoint or Prezi based presentation must include the following information in the following order;

- Introduction
- Consumer Profile
- Location
- Exterior
- Exterior Description
- Interior Description
- Merchandise Sources
- Logo
- Business Card
- Promotional Ad
- Interior Display
- Floor Plan with Legend
- Façade
- Rent
- Loan
- Security System
- Insurance
- Construction Costs
- Opening Costs
- Employee Handbook
- Services and Policies



BlueBird
CHILDRENS CLOTHING

By Ashleigh Read

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[Introduction]

Bluebird is a children's clothing boutique that caters to the needs of a very unique customer. **Bluebird** has an established concept that is completely exclusive to the **Bluebird** boutique.

Customers shopping at **Bluebird** are looking to purchase only the highest quality and top dollar clothing for their children.

Customers will be attracted to brand names they already know and trust, and will be exposed to new names that they'll learn to adore.

The concept of **Bluebird** is that it's not about making a statement. The clothing at **Bluebird** is stylish yet also comfortable for everyday wear. Therefore, most pieces are neutral or light colors. Children will look sophisticated and sleek in **Bluebird** clothing.

Our goal is to provide only the top customer service to every individual who walks through the door. Returning customers will

be the bulk of **Bluebird's** business. This kind of children's clothing is hard to find outside of department stores, so providing a high level of personalized service will make customers always come back for more.

Customers will also enjoy **Bluebird's** convenient location in Old City, Philadelphia. The **Bluebird** customer will come to the city exclusively to visit **Bluebird** and will also be intrigued by Old City's historical architecture. After they are done shopping at **Bluebird**, there are plenty of high-end restaurants and boutiques for them to also enjoy. They're visit will be worth their while.

[Consumer Profile]

The **Bluebird** customer is a ~~middle-aged~~ mother with young children. She's looking to dress her kids both fashionably and in the highest quality of clothing. She is shopping according to esteem, as comfort and durability are her main concerns.

The **Bluebird** customer is between the ages of ~~35-45~~. She is in the Full Nest I life cycle stage. Unlike the average human being, she began having children at a much older age. She waited in order to be successful in her career. She graduated from college with a bachelor's degree or higher. She now has a job in either the medical, law, or business fields in which she earns an annual income of 70k+ a year. Her income places her into the ~~upper-~~ middle social class.

She is married and her and her husband own a house in the suburbs surrounding Philadelphia. She not only commutes to the city for work, but for shopping and entertainment also. In her free

time, she enjoys cooking, interior decorating, party hosting and shopping. She is outgoing, motivated, confident, and optimistic.

The **Bluebird** customer knows exactly what she's looking for upon entering the store. She is not price conscious but will only buy one or two items at a time. However, she will regularly make trips into city just to shop at **Bluebird**. She has extremely high expectations and expects exemplary customer service.

[Location]

Bluebird is located on 53rd N 2nd Street in Philadelphia, Pennsylvania in an area commonly referred to as “Old City”. The store can be found on 53rd N 2nd Street. The Old City area consists of Florist Street to the North, Walnut/Dock Streets to the South, Front Street to the East and 6th Street to the West. It also unofficially consists of part of the waterfront area.

Old City has been nicknamed “America’s most historic square mile” as the area is almost completely comprised of only the most beautiful historic buildings and monuments. **Bluebird** is surrounded by a variety of other privately owned locations which include dive bars, restaurants, galleries and boutiques that attract high traffic volumes. The **Bluebird** customer is easily attracted to the architecture and high-class restaurants in the area. It is an ideal after work destination to relax with coworkers or for a Friday girl’s night out. However, the **Bluebird** customer will typically

make trips into the city alone or with her children in order to specifically shop at **Bluebird**.

Bluebird will indirectly compete with other children's clothing stores in center city Philadelphia since our customer type is of a higher class. These stores include Born Yesterday, Lolli Lolli, The Children's Place, and Gap Kids. The lack of direct competition in the area will be significant in **Bluebird's** success.

[Exterior]



[Exterior Description]

Bluebird is located on one of the quieter streets in Old City Philadelphia, but still attracts an ideal amount of pedestrian traffic. **Bluebird** is located in the middle of the street. To its left is a pottery shop, called pottery row. On its right, is a store called gallery 51, which specializes, in antique rugs and textiles. Across the street are two art galleries, one called vivant and the other called muse gallery. Each of the stores have similar configurations. The historical look of the combined stores, effortlessly represent Old City and what it's known for.

The customer will recognize **Bluebird** immediately upon walking down the street. The exterior is flawlessly painted white and stands out amongst the other stores. At the top of the middle window is an awning, which is the color of the **Bluebird** signature blue. On the top left of the awning is the **Bluebird** logo.

As a whole, the **Bluebird** exterior is a straight front configuration. There are two double doors on either side, but only one is used for entering. In the middle of the two doors is a large ~~closed-back~~ window for displaying merchandise. There is a window on each door and windows above each double door.

These windows allow the customer to easily peer into the store and obtain an expectation before entering.

[Interior Description]

The interior of **Bluebird** is designed to be both refined and professional, just as you would expect from a high-quality store. On the left side of the store is merchandise for young girls and on the right is merchandise for young boys. Every aspect of the store combines shades of the **Bluebird** signature blue, green, and cream. All wood finishes are a natural maple, or resemble as such.

Upon entering, customers are immediately exposed to a nesting table, displaying some of **Bluebird's** newest or top selling merchandise. As the customer looks right, they will notice the cash wrap, which has a composite marble countertop. In the middle of the wall behind the cash wrap, is the **Bluebird** logo.

Unlike the main selling floor which is hardwood, the area behind the cash wrap is carpeted with a Maskland Chesapeake carpet.

The main selling space is lined with newood cabinets and mirror. The walls are half painted "opal waters" and half painted

“bastille blue”. On each side, in the center of the walls, are a three cabinet run. In the far left corner are two single cabinets and a four column base rounder rack. In the middle of the selling space are four nesting tables and in the dead center are two t-stands. Additionally, there is another t-stand on the top right corner, right next to the cashwrap.

The fitting rooms are located in the center back of the store. The outsides of the fitting rooms are a blue, green, and purple mosaic tile. Whilst inside, the back of the fitting rooms are one elongated mirror. The walls are painted “pink chalk” and the carpet is the same carpeting used behind the cash wrap.

Bluebird is exceptionally lit so customers can easily navigate through the store and examine merchandise. The entrance, cash wrap, wall cabinets, and fitting rooms are all lit by incandescent recessed lighting. The center of the store, the top right, and the ~~closed-back~~ window are lit by incandescent track lighting. The

track lighting allows fixtures to easily be rearranged and then lit to the customer's advantage.

[Merchandise Sources]



Chloé

Oscar de la Renta



STELLA McCARTNEY

Tartine et Chocolat

PARIS

[Logo]



[Business Card]

[Promotional Advertisement]



\$50 off when you spend
\$200 or more Sept 1st-30th



Separates by Chloe

Oscar de la Renta

STELLA MCCARTNEY

Milly

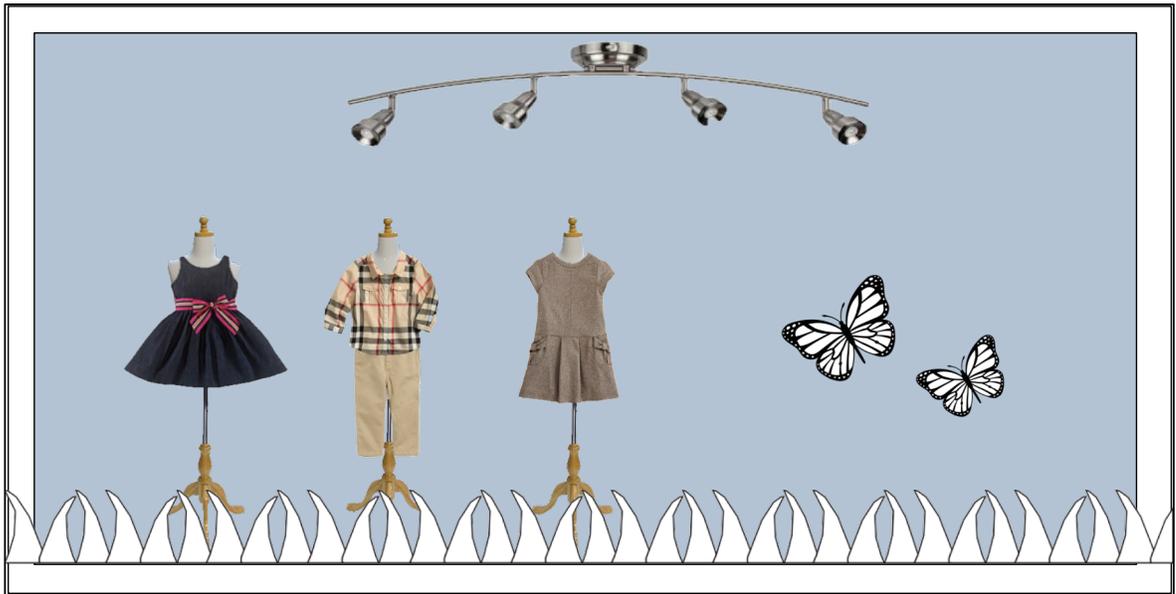
RALPH LAUREN

BURBERRY

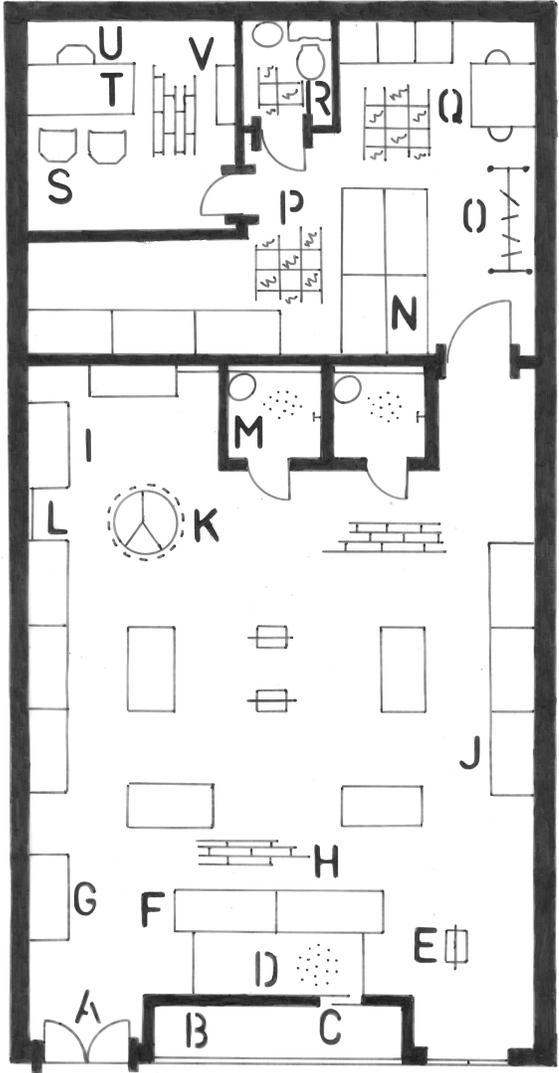
53rd N 2nd Street Philadelphia, PA, 555-555-5555

bluebirdboutique.com

[Window Display]

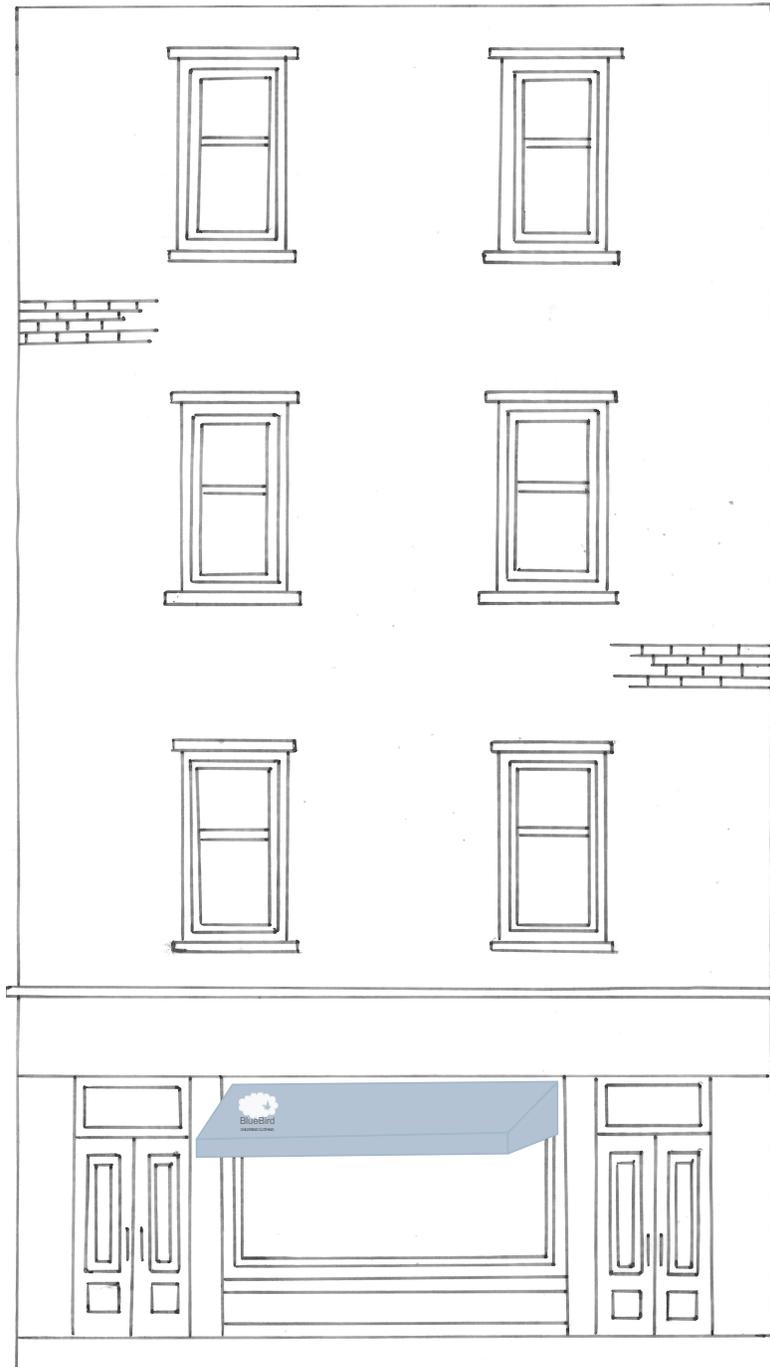


[Floor Plan]



Key	
A:	Door
B:	Closed-Back Window
C:	Sliding Doors
D:	Carpet
E:	T-Stand
F:	Cash Wrap
G:	Nesting Table
H:	Hardwood
I:	Single Cabinet
J:	Three Cabinet Run
K:	Rounder Rack
L:	Mirror
M:	Fitting Room
N:	Rivet Rack Shelving
O:	Rolling Rack
P:	Tile
Q:	Employee Lounge
R:	Bathroom
S:	Chair
T:	Desk
U:	Office Chair
V:	Bookshelf
○	Recessed Lighting
▽	Track Lighting
□	Fluorescent Lighting

[Façade]



[Rent]

53rd N 2nd Street
Philadelphia, PA

1,176 Square Feet

Cost Per Square Foot: \$45

Cost Per Month: \$4,500

Cost Per year: \$54,000

[Loan]

Loan Amount: \$200,000
 Loan Term: 7
 Interest Rate: 6%
 Monthly Payment: \$2921.71



Month / Year	Payment	Principal Paid	Interest	Total	Balance
Oct. 2014	\$2,921.71	\$1,921.71	\$1,000.00	\$1,000.00	\$196,078.29
Nov. 2014	\$2,921.71	\$1,931.32	\$990.39	\$1,990.39	\$196,146.97
Dec. 2014	\$2,921.71	\$1,940.98	\$980.73	\$2,971.13	\$194,205.99
Jan. 2015	\$2,921.71	\$1,960.68	\$971.03	\$3,942.16	\$192,255.31
Feb. 2015	\$2,921.71	\$1,960.43	\$961.28	\$4,903.43	\$190,294.88
Mar. 2015	\$2,921.71	\$1,970.24	\$951.47	\$5,854.91	\$188,324.64
April 2015	\$2,921.71	\$1,980.09	\$941.62	\$6,796.53	\$186,344.55
May 2015	\$2,921.71	\$1,989.99	\$931.72	\$7,728.25	\$184,354.57
June 2015	\$2,921.71	\$1,999.94	\$921.77	\$8,659.03	\$182,354.63
July 2015	\$2,921.71	\$2,009.94	\$911.77	\$9,591.80	\$180,344.69
Aug. 2015	\$2,921.71	\$2,019.99	\$901.72	\$10,493.52	\$178,324.70
Sept. 2015	\$2,921.71	\$2,030.09	\$891.62	\$11,355.15	\$176,294.62
Oct. 2015	\$2,921.71	\$2,040.24	\$881.47	\$12,236.62	\$174,254.38
Nov. 2015	\$2,921.71	\$2,050.44	\$871.27	\$13,107.89	\$172,203.94
Dec. 2015	\$2,921.71	\$2,060.68	\$861.02	\$13,968.91	\$170,143.25
Jan. 2016	\$2,921.71	\$2,070.99	\$850.72	\$14,819.63	\$168,072.25
Feb. 2016	\$2,921.71	\$2,081.35	\$840.36	\$15,659.99	\$165,990.90
Mar. 2016	\$2,921.71	\$2,091.76	\$829.95	\$16,489.94	\$163,899.15
April 2016	\$2,921.71	\$2,102.22	\$819.50	\$17,309.44	\$161,796.93
May 2016	\$2,921.71	\$2,112.73	\$808.96	\$18,118.42	\$159,684.21
June 2016	\$2,921.71	\$2,123.29	\$798.42	\$18,916.84	\$157,560.92
July 2016	\$2,921.71	\$2,133.91	\$787.80	\$19,704.65	\$155,427.01
Aug. 2016	\$2,921.71	\$2,144.58	\$777.14	\$20,481.79	\$153,282.43
Sept. 2016	\$2,921.71	\$2,155.30	\$766.41	\$21,248.20	\$151,127.13
Oct. 2016	\$2,921.71	\$2,166.08	\$755.64	\$22,003.83	\$148,961.05
Nov. 2016	\$2,921.71	\$2,176.91	\$744.81	\$22,748.64	\$146,784.15
Dec. 2016	\$2,921.71	\$2,187.79	\$733.92	\$23,482.56	\$144,596.36

[Insurance]



HISCOX

Annual Quote: \$166.67

[Construction Costs]

Item	Cost	Quantity	Total
Behr "Granite Dust" Paint	\$45.98/gal	1116 sqft	\$137.94
Behr "Opal Waters" Paint	\$41.98/gal	402 sqft	\$41.98
Behr "Pink Chalk" Paint	\$45.98/gal	696 sqft	\$91.96
Cash Wrap	\$3,090	1	\$3,090.00
Cash Wrap Counter Top	\$2/sq ft	20 sqft	\$40.00
Fluorescent Lighting	\$51.42	4	\$205.68
Glidden "Bastille Blue" Paint	\$26.97/gal	402 sqft	\$26.97
Masland Carpet	\$4/sq ft	60 sqft	\$240.00
Natural Maple Hardwood Flooring	\$75/36 sqft	750.5 sqft	\$1,575.00
Recessed Lighting	\$39.96	17	\$679.32
Sink	\$276.16	1	\$276.16
Sliding Doors	\$238.00	1	\$238.00
Tarkett Floor Tile	\$.20/sq ft	274 sqft	\$54.80
Toilet	1	1	\$178.00
Trikeenan Mosaic Tile	\$4/sq ft	72 sqft	\$288.00
Walls	\$38.23/sq ft	44 sqft	\$1,682.32
Subtotal:			\$8,810.15

[Opening Costs]

Item	Quantity	Total
2-Handset Cordless Phone System	1	\$29.99
3-Hole Punch	1	\$8.64
3 Light Track Light Kit	1	\$135.02
4 Light Track Light Kit	1	\$180.02
7 Light Track Light Kit	1	\$315.04
13.3 Gallon Trash Can	2	\$28.94
15 Square Foot Mirror	2	\$899.70
32 Gallon Trash Can	1	\$15.47
Air Freshener	3	\$11.91
Antibacterial Soap	2	\$7.94
Ballpoint Black Pens (12 pk)	2	\$15.36
Ballpoint Red Pens (12 pk)	1	\$2.97
Bathroom Mirror	1	\$39.99
BCI Retail Standard POS System	1	\$1,859.60
Binder	5	\$19.10
Binder Tabs	5	\$9.10
Bookcase	1	\$149.99
Bows (12 pk)	8	\$88.00
Box Cutter (12 pk)	1	\$8.99
Broom & Dustpan	1	\$5.98
Calculator	2	\$17.40
Clip Board	2	\$2.58
Counterfeit Money Detector Pen	1	\$3.19
Customized Clothing Hang Tags (1000 pk)	1	\$90.00
Customized Gift Boxes (25 pk)	4	\$190.00
Customized Shopping Bags (250 pk)	1	\$322.50
Envelopes (50 pk)	1	\$1.99
First Aid Kit	1	\$8.99
Fitting Room Ottoman	2	\$159.36
Fitting Room Hook	2	\$4
Hand Sanitizer	1	\$1.98
Hangers (Dress) (50 pk)	5	\$200.00
Hangers (Pant) (50 pk)	5	\$200.00
Incandescent Light Bulbs (12pk)	3	\$77.91
Ink Cartridge	3	\$90.60
Large Trash Bags (60 pk)	2	\$23.14

Liquid Paper (5 pk)	1	\$8.71
MacBook Pro	1	\$1,079.99
Mechanical Pencils (12 pk)	1	\$2.99
Microfiber Cleaning Cloths (15 pk)	1	\$9.97
Microwave	1	\$59.00
Multi-Purpose Cleaning Spray	5	\$12.35
Nesting Table	5	\$4,080.00
Office Chair	1	\$89.99
Office Desk	1	\$229.00
Office Guest Chairs (2 pk)	1	\$234.19
Office Paper	5	\$20.90
Packaging Tape (6 pk)	1	\$31.92
Paper Towel Dispenser	1	\$27.36
Paper Clips	1	\$2.78
Paper Towels (12 pk)	3	\$41.91
Post-It Notes (6 pk)	1	\$14.99
Printer	1	\$49.00
Receipt Paper (10 pk)	2	\$59.98
Red Sharpie	1	\$1.57
Refrigerator	1	\$749.00
Rivet Rack Shelving	2	\$1,180.62
Rolling Rack	2	\$197.50
Rounder Rack	1	\$696.00
Ribbon	2	\$3.98
Scissors	2	\$4.64
Scotch Magic Tape (10pk)	1	\$20.01
Sharpie Highlighter (6 pk)	2	\$4.49
Sharpie Permanent Marker Fine Point (2 pk)	1	\$1.64
Sharpie Permanent Marker Fine Tip (2 pk)	1	\$2.79
Single Cabinet	2	\$1,386.00
Sink Cabinet	1	\$199.00
Small Trash Bags (85 pk)	2	\$13.94
Soap Dispenser	1	\$13.79
Stamps (20 pk)	2	\$19.60
Stapler	2	\$13.18
Staples	2	\$3.04
Swiffer Dry Sweeping Sweeper Cloths Refills (48 pk)	1	\$11.47
Swiffer Dusters Extender Starter Kit	2	\$16.94
Swiffer Dusters Refills (16 pk)	2	\$22.94
Swiffer Sweeper Starter Kit	1	\$9.99
Swiffer Wetjet Cleaning Pad Refills (24 pk)	2	\$25.94
Swiffer Wetjet Starter Kit	1	\$18.59
T-Stand	1	\$302.00

Table & Two Chairs	1	\$139.00
Tape Dispenser	2	\$3.57
Tissue Paper (480 pk)	1	\$17.50
Toilet Paper (12 pk)	3	\$16.41
Triple Cabinet	2	\$4,844.00
Vacuum	1	\$47.84
Wastebasket	1	\$10.69
Windex	5	\$14.35
Subtotal:		\$21,331.61

[Fixture Examples]



[Employee Handbook]

Anti-Discrimination Policies

Bluebird is committed to providing a fair and diverse workplace for all its employees. No individual will be discriminated according to race, color, age, gender identity, sexual orientation, marital status, pregnancy, physical/mental disability, military status or any other classification protected by law. All employment candidates will be considered equally.

Health and Safety

Bluebird has a zero-tolerance policy for violence in the workplace.

Any kind of threat or physical assault will result in termination.

Bluebird also has a zero-tolerance policy for selling, possessing, or using drugs or alcohol within the workplace. Nor may any employee show up to work under influence of drugs or alcohol.

Confidentiality

All confidential information concerning **Bluebird** should stay confined within the store. This includes information concerning business practices as well as personal information about ☺ workers and customers. Unauthorized disclosure of information will result in termination. **Bluebird** employees must also remain aware of the information they post on social media concerning the store. Information degrading the store or other employees will also result in termination.

Scheduling

All employees are expected to come to work during assigned hours. Request offs must be made at least two weeks in advance and will be granted at the manager's disclosure. If an employee is unable to make a shift, they must find another coworker to work their shift. If an employee is sick or must call out for an emergency, they must call at least two hours in advance if

possible. **Bluebird** promises to be as flexible to employee availabilities and scheduling as possible.

Timekeeping

Managers will work a 40-hour week while part-time employees are eligible to work up to 20 hours per week. All employees are required to clock in and out before and after each shift.

Dress Code

All employees are required to show up to work in business casual attire. Employees must be professional and presentable in order to work. No employee may wear jeans, clothing which exposes considerable amounts of skin, clothing that may be offensive, or any other garment that may be deemed inappropriate.

Discount

Employees are eligible for a 25% discount on all **Bluebird** merchandise.

[Services and Policies]

Gift Wrapping

All **Bluebird** purchases are eligible to be gift-wrapped at the customer's request. Gift-wrapping includes a box tied together with ribbon with a bow placed on top.

Parking Validation

Free two-hour parking is available during the day on the street in which **Bluebird** is located. If parking is unavailable or its after hours, **Bluebird** will gladly validate cars parked in one of the three parking garages located just a couple blocks away to anyone making purchases from our store.

Open/Close Times

Bluebird is open Monday–Saturday 9am–8pm and Sunday 11am–7pm.

Returns/Exchanges

Bluebird will accept all returns and exchanges within 10 days of purchase. Merchandise must be in original condition and a receipt must be provided. Money will be refunded in the original form of payment.

Payment Options

Bluebird accepts all major credit cards including Visa, MasterCard, American Express, and Discover. **Bluebird** also accepts payment in the form of cash and check.

