

Fashion and Clothing Sales Scenario

Background

- A small business selling fashion and designer clothes is located in a local shopping area within a city suburb
- They currently have very limited marketing and survive on word of mouth, passing trade, and handing out flyers within the local area
- They have regular sales which are promoted by displaying banners within the window. Sometimes they invest in adverts within the local paper to promote the sales but they are not convinced these always work
- The shop is open: 9-5pm Mon-Sat, 10-4 Sun
- They are thinking about starting to trade online and have purchased a domain name

Example Document: Flyer



Example Document: Newspaper Advert

up to
70% off
original price

CHIC BOUTIQUE
FASHION THAT WORKS

from
camisoles 4.80
sweaters & blouses 13.50
pants 17.70
blazers 29.99
outerwear 49.99

starts boxing day!

street town
telephone number