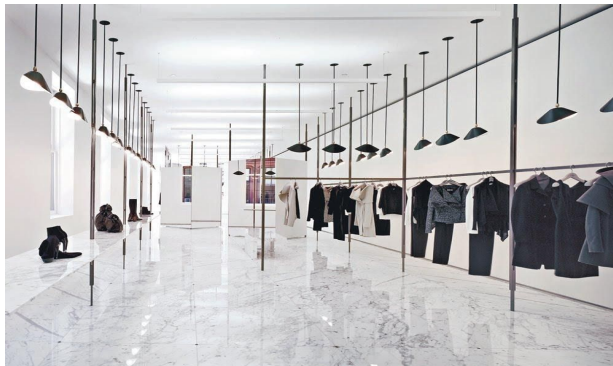
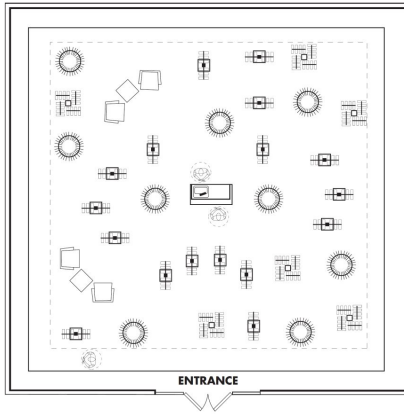


Proposal

1. Store Layout: The store layout for UT Times Corp will be a combination of the free flow and minimal layout. The structure of these layouts will aid in the ambiance of the store.



- UT Times Corp will have non-permanent layouts; they are flexible and will be changed according to the season. We chose a non-permanent layout because we want to rearrange some aspects of the store when new seasons come into place.

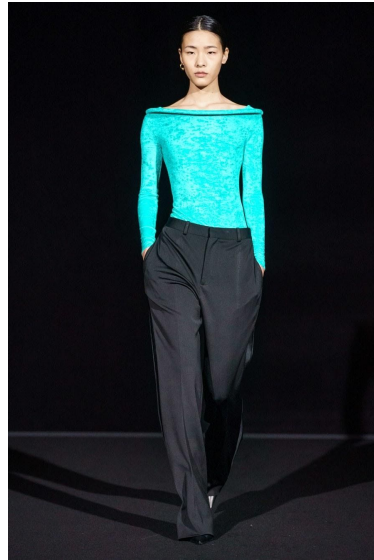
2. Product for merchandising:











3. Trend Forecasting: Here is a list of a few upcoming trends that UT Times Corp. will be selling this season:

- Big collared blouses
- Baggy turtle necks

- Leather coats
- Jump suits
- Leather riding boots
- Oversized coats
- Small leather goods (hand bags)
- Sequene dresses

- A trend that we will highlight for fall is oversized big collared blouses. These blouses are very chic and the color options available are very appealing.



- Since these blouses are an upcoming trend for 2020 they will be displayed in the window along with other upcoming trends.

4. Retail Strategy: As a result of Balenciaga being so high end, there is no clearance section in our store. As part of the retail strategy we will position items that are up-coming in the window

display. Our most popular items that are sold will be placed in the center of the floor display. Instead of having accessories such as small leather goods, fragrances, and scarves on a table at the entrance of the store we will have them set up on an artsy display that will help bring life to the accessories. The display will be made out of glass and floral elements to give off an elegant atmosphere.

Our newest items available will be on all mannequins throughout the store. The men's section will be on the left and women's section to the right of the store. Fitting rooms will be available on the men and women's side of the store. The leather bar will be stationed towards the back of the store, in the middle of both sections. The virtual fitting station will be placed on the opposite side of the leather bar, towards the entrance. All bags will be placed on the walls along with exclusive pre-season merchandise.

- A retail strategy for presenting pre-season and test merchandise will be positioning them next to or in the same area where the most popular products are. We will also place test merchandise on multiple fixtures around the store and near the cashier so shoppers won't miss it.
- Our cross merchandising strategy consists of having full outfits with the bag to match for both men and women. Since a lot of people crave correlation and matching this strategy helps put an end to long searches for the right products to match. Now items like jumpsuits, handbags, and sneakers will all be styled together instead of separately.

- Our color schemes strategy will portray that of the monochromatic scheme. Consisting of a single color in different values and intensities for all products.
- Our promotional signing technique for in store selling will consist of free gifts or giveaways for customers spending a certain amount of money. Or we might give gifts to the customers that sign up for our store's credit card. UT Times Corp will also establish pre-launch or exclusive offers for loyal customers.

5. Trend Towards: UT Times Corp will implement a virtual fitting room for the "ready to wear" department. Shoppers will be able to upload a picture of themselves and be able to see how thousands of products will look on them in a matter of minutes.

- UT Times Corp will also establish a leather bar where shoppers can customize leather goods. Items such as handbags and shoes will have the option of color changes and embroidery on certain areas of the item. Bigger products such as book bags and jackets will have the option to change certain colors and types of leather being used. (I.e. full grain, embossed grain, split-suede, patent, nubuck, etc.)