

Planning to Enter the Marketplace

Directions:

For this project, you will imagine you are a business owner who is planning to enter the marketplace. You will have to decide whether you want to be a traditional retailer, an e-tailer or a multi-channel retailer. Write a two-page report describing what type of business you choose to be and why. Variables to consider include product mix, target market and cost of operation. Details concerning each variable should be discussed in the report.