SWOT Analysis for Current Retailing Trends

**Strengths**
- Kohl’s strengths in terms of trend

**Weaknesses**
- Kohl’s weaknesses in terms of trend

**Opportunities**
- Kohl’s opportunities in terms of trend

**Threats**
- Kohl’s threats in terms of trend

Student Learning Objectives Assessed:
Apply social science concepts and theories as frameworks for studying consumer behavior. Utilize consumer research in solving problems in the merchandising of apparel products. Communicate effectively orally, in writing, and through visual presentations.

Method:
Eight student groups were evaluated on their final project performances in FCNS 365X, Principles of Retailing. The project required students to identify and research a current retailing trend and, using a “SWOT” analysis, make recommendations to Kohl’s department stores as to how they might implement this trend to improve sales. The presentations were evaluated by Textiles, Apparel and Merchandising faculty, Marketing faculty, and Kohl’s professionals using a prepared form. Three areas of performance chosen for assessment included:

- Overall logic and effectiveness of recommendations (item “g” on the evaluation form).
- Delivery of oral presentation (item “i” on the evaluation form).
- Professionalism of Power point slides (item “j” on the evaluation form).

The student group presentations were evaluated using a 5-point scale with 5 as the highest score/rating. Evaluator ratings for each of the performance areas were averaged for each student group.

Findings:
The criteria for this assessment measure were:

- All student groups will achieve a minimum score of 3.0/5.0 on the three selected performance areas
- 75% of the student groups will achieve a minimum score of 4.0/5.0 on the three selected performance areas.

These criteria were met for Spring semester 2007.

Use of Findings:
No further action is required at this time. The assignment will continue to be used, along with current teaching methods, in FCNS 365X.

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