

Team #4's Room Decor presentation was very well presented and full of thorough research. They used great images that were fun and easy to understand for the brand proposition, making the slide more concise. They also had very in-depth financials from Statista, with a graph to show more details. Their trend mood board was unique and looked nice, while showing what type of room decor you can buy from 5 Below. The assortment analysis was very in-depth, with prices, materials, and photos that were taken at the 5 Below store. The pages were also organized well so there was enough room for pictures.

The material breakdown was also very in-depth, as there were a lot of graphs and charts, while being nice to look at. The recommendation for 5 Below was detailed and made sense, it was explained well and discussed other 5 Belows as well as competitors. There were great statistics when discussing the data-age range for the consumer data. There were several consumer profiles that were all different and detailed, with pictures that were easy to read. They also noticed a common thread with all consumers- having a small budget, and spending time on social media and tech. For competitors, they described strengths, weaknesses, brands, consumer profile, prices, materials used, and categories.

However, there were also some cons with the presentation that can be worked on. The citation at the bottom of the company history section could have been placed in a different section so there was more room for pictures and words. The company history section was just a quote, and could have more details. Furthermore, the work cited could be neater, and more consistent.