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**Subject:** Peer review

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MJ

### Fashion Accessories Peer Review

#### Strengths-

- You did a nice job with the competitor slides. It's good to have a logo for branding, which you did. You also went into a lot of detail and had quality images for the competitors. You also had quality pictures of the tote bags when you were comparing, they looked very similar, you even had one butterfly tote bag for each competitor.
- Very visually engaging and easy to read graphics
- Really strong competitor analysis, I liked how you included the address of the store you visited and consumer insights from ESRI
- The graphics comparing competitors to Five Below is really strong
- Having a perception map was a really nice touch and definitely enhanced your presentation
- Consumer profile is strong with the content
- Presentation skills were strong

#### Weaknesses-

- The speaking parts were somewhat uneven, Nita did the least speaking out of everyone and it was unevenly distributed.
- I don't know if Big Lots would be a suitable competitor for teen girl accessories since they are more of a furniture and home decor outlet. Some ideas to consider could be Forever 21 or another teen fashion chain.
- Some of the slides were a bit wordy so if possible reducing that to more graphics and images
- Layout of merchandise analysis slides could be clearer, maybe make the pie charts smaller so they are conflicting with the text too much
- Target customer slide could be more visually engaging
- Like Alison mentioned changing the tote bags to shoes so it is more aligned with the competitor's assortment
- I think we needed to include a competitor matrix but I may be wrong, I would check the instructions again for clearer guidelines
- Consumer profile could have more photos representing interests

#### Conclusion:

Nice job! Really good quality of work and we enjoyed watching and listening to your presentation. The overall presentation and delivery of the project was well done. The images and graphics were visually appealing and made the audience engage with the presentation even more. The research and information was really strong. Overall, work on the layout of your presentation and change what Alison mentioned such as the competitors and assortment analysis. Good job guys!