

MIDPOINT REVIEW GUIDELINES  
FASHION – MERCHANDISING

**REQUIREMENTS**

- Fashion merchandising students must have completed between 24 and 30 units before taking their midpoint
- In addition to the guidelines set out in the MFA Handbook, it is necessary to present your project work from the classes that you have taken at the Academy up to this point (see page 9 in our handbook). Please select two to three of your best projects from the classes you have taken thus far.
- Students are expected to appear in front of the Committee in professional business attire. Do not appear in any clothing that would not be considered suitable for a formal presentation in front of potential investors.

**PROPOSAL**

ORAL

- Communication is critical in Merchandising. You must sell your idea to the Committee as if you were trying to raise money for your proposed business.
- Your midpoint proposal must be presented to the committee using a Power Point format to illustrate your verbal comments. Your Power Point presentation should be visually strong. We caution you not to produce slides that require excessive reading of text.
- Explain what you have done so far and what you will do to finalize your thesis.
- The presentation should be approximately 20 minutes and professionally prepared with proper grammar and spelling.

WRITTEN

- Your presentation should address what your concept is and why you have selected it.
- Your presentation should include the rationale for your concept. What opportunities are you attempting to capture? Is there a void in the market? Or are you possibly identifying a new and untapped market?
- Your presentation should introduce your target market. Who are they? What is their age? What are their demographics, psychographics and sociographics? How many people fit the criteria for the target market that you are establishing?
- Your presentation should address where you are starting your business – what country, what city, what neighborhood?
- Your presentation should address the type of business you will be developing – wholesale, retail, service oriented, etc.
- Your presentation should begin to formulate what your competitive advantage(s) will be.
- Your presentation should address who you think will be your key competitors.
- Your presentation should include your resume, autobiography, business rationale, preliminary market research, definition of your business, what steps you will need to take to complete your thesis and a timeline for the rest of your career at the Academy.

**SCALE**

- The business concept must be original -- a new product line, a unique retail strategy, a new visual merchandising idea, re-branding of product or brand or a new marketing strategy.
- The final thesis must include a full business plan, concept boards, and product samples where applicable and 3-D presentations for visual merchandising.