

ABSTRACT

CREATIVE PROJECT: Syrup Threads: A Proposal for a Small Fiber Arts Business

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The purpose of this creative project was to develop a business proposal for a fiber arts retail store in the Midwest by examining successful fiber and knit shops within the state of Indiana to determine successful business practices, as well as, inventory and class offerings that should be employed in a fiber arts store. To develop this proposal, current market research gathered by The National NeedleArts Association (TNNA) on fiber arts consumers was utilized to formulate a well-rounded view of a stores functions and offerings for the final end user, the consumer. In order to examine the retailing aspect of this industry not included in the TNNA data, structured interviews were conducted on fiber arts storeowners within the state of Indiana in order to create a rationale and justification for the use of certain products and offerings available in the final proposed fiber arts store. Results of the interviews in correlation with the TNNA's research yielded a depiction of the market segment, the current inventory and class offerings and each store and the individualized layout of the fiber arts store. The business proposal was the outcome of the research obtained for this study.