**Lowe's Home Improvement Center**

**Outline**

**Part 1**

* Description of Lowe’s Companies, Inc., and subsidiary company Lowe’s Home Improvement Center
* Discussion of various demographic patters and categories that impact Lowe’s Home Improvement Center’s operations
* A presentation of the above-mentioned demographic information in a tabulated illustration (Appendix I)

**Part 2**

* Discussion of the business’ home décor collection
* Ways through which the merchandize is meeting the population’s needs, through various marketing strategies
* Solid conclusions that discuss whether Lowe’s Home Improvement Center’s marketing strategies will increase its market share
* Importance of considering home décor collections marketing strategy as an integrated and ongoing process
* Discussion on the relationship among the store’s merchandize and overall marketing strategy

**References**

* A list of references resourced/used in this paper
* Appendices