Things to look for/observe:

1. How are items laid out in the store (categorized)
   1. Common items in the store
      1. gags/ novelties
      2. decorations
      3. make up
      4. wigs
      5. posters
      6. tattoos
      7. costumes (adult, childrens, toddlers, pet)
      8. mustaches
      9. hands
      10. tiaras
      11. games
      12. gloves/ stockings/ hats/ glasses/ hats
      13. lighting
      14. high end costumes
2. Common costume themes
   1. goth
   2. witches
   3. hippies
   4. superheros
   5. fairytales
   6. capes
   7. medieval
   8. clowns
   9. ninja
   10. holiday
   11. international
   12. horror
   13. roman & middle east
   14. cheerleaders
   15. weapons/ armor
   16. flappers
   17. pirates
   18. cowboy/ indian
   19. zoro
   20. christmas
   21. cula
   22. cavemen
   23. angels
   24. maids
   25. labcoats
   26. cops/ prisoners
   27. devils
   28. priests/ nuns
   29. angels
   30. ponchos
   31. silly shirts
   32. drs nurses
   33. mardigras
   34. pimp
   35. harry potter
   36. star wars
   37. star treck
   38. venetian
   39. retro
   40. sexy
   41. anime
   42. belly dancers
   43. vampires
   44. bachelorette
3. Biggest sections/smallest sections

Large:Venetian Masks, Christmas, Adult, Kids, Decoration, Rentals, Lighting,

Magic, Makeup, Wigs, Accessories (but they were divided into each section),

Medium: Shoes, Hats,

Small: Pets, Gloves, Glasses,

1. Is there a section of $5 items right by the line to wait for the cash register? Ex: sephora

Yes. There are “gags and novelties” by all cash registers that range from

$1.99-$14.99.