



Sales and Merchandise Management

Lecture 2

Task - February 6th 2018

Visit one of the following:

Swans/Ospreys Store - In city centre/Liberty stadium

WRU Store - Cardiff

Scarlets Rugby Store - Parc y Scarlets

Write an overview including the following:

- How the store is laid out
- What merchandise they sell
- Availability of staff
- Pricing

- Range of products on offer
- Any other distinguishing factors

Take photos if possible - ask permission!

Next session bring your overview, photos and any other materials you have gathered to discuss in class.

Read the Econsultancy blog post on [How Nike's merchandising strategy can help retailers of all types](#)
