



Sales and Merchandise Management

Lecture 1

Module Aim

- To facilitate students' ability to take a strategic perspective of the impact of sales and merchandising themes on organisations at a sectoral or industry level.
- To equip students with the knowledge and in-depth understanding of the key emerging themes impacting sports and leisure based organisations from a sales and merchandise perspective.

Learning Outcome

- Critically evaluate a range of key emerging strategic and delivery themes which impact the organizations sales and merchandise practices.

Indicative Content.....

- Merchandising
- Contemporary economic opportunities/challenges
- Changes in consumer behaviour (customer power, ethical consumption, internet and social networking applications).
- Changes in nature/structure of competition and nature/structure of supply chains (strategic alliances, collaboration and co-petition).

- Methods of forecasting/predicting change (scenario planning, impact/risk assessment)
- Understanding consumer decisions making and purchasing patterns
- Marketing Strategies
- Customer relationship management
- Drivers for sales performance
- Retail and product management
- Category management
- Product range, planning and selection
- Managing the supply chain
- Visual merchandising

You are required to produce a report of 5,000 words comprising of the following elements:

TASK 1(a) Critically examine the literature around sales and merchandising in order to define the key concepts.

- Word Count: 1000 words
- Deadline: 21st February 2019

TASK 1(b) Identify and critically evaluate a key emerging theme in sales and merchandising and it's application within an organisation in the sector. Assess the likely impact of these changes on the sports industry.

- Word Count: 3000 words
- Deadline: 14th March 2018

TASK 1(c) Construct a visual representation of sales and merchandising in practice. From your research undertaken in task 1(a) & 1(b) develop a discussion paper to be submitted as a section within the final report that considers the practical application of sales and merchandising within the chosen setting.

- Word Count: 1000 words
- Deadline: 21st March 2018

Each element has a deadline, you must submit via Turnitin by the specified deadline. A copy of the completed report must be submitted as a whole document by the deadline specified on the assessment calendar.

The Challenge.....

Non traditional learning - a collaborative learning experience working towards the 5,000 word report.

Why?

1. Level 6 independent study
2. Preparing for real life of work
3. Preparing for further study.....MBA??
4. Because you know sports management!
5. Because I believe you can do it

What you'll need....

1. Effort
2. Commitment
3. Responsibility
4. To be open minded
5. To share

My promise

- To facilitate and support
- To ensure resources are on moodle
- to manage the research

Merchandising

'football merchandising' refers to the wide range of products sold by football clubs to its supporters. An American store manager when changing the department layout will often refer to having 're-merchandised' the floor. Additionally the term 'merchandising' is further confused, in fashion retailing, with 'visual merchandising', which is the function specifically concerned with the aesthetics of window and store presentation'.

Jackson T and Shaw D (2001) Mastering Fashion Buying and Merchandising. Hampshire: Palgrave

Also includes.....

Stock planning, management and control

- Spotting trends
- Analysis
- Relationship between stock and sales
- Use of technology such as EPOS systems etc

Question?

How does this link to sales?

Building the relationship.....

How does sports merchandise develop the relationship and create value?

Nike Interactive Window Display

<https://www.youtube.com/watch?v=47Bbrhx1VfE>



The Future.....

- <https://www.youtube.com/watch?v=5TZmQPdhpak>
-



Task - By next week visit a sports retail store and a non sports retail store. Consider the following:

- Exterior
- Entrance
- Layout
- Sales staff
- What's on offer? - Merchandise
- Any significant features

You will be presenting your findings to the class on February 7th. This research can also be used in your assignment!