

**Unit 6****Lesson 6.4 – Merchandise**

Branding & Licensing

STUDENT ACTIVITY**Instructions**

Your company has been awarded a contract to be the sole provider of merchandise for the upcoming Super Bowl. However, the contract stipulates that you are allowed only to sell products on-site. Determine a merchandising strategy that will allow your company to maximize event revenue. Address the following concerns in your plan.

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- 1) What types of products will you offer?

- 2) Why did you decide on those products?

- 3) What locations will you select to sell your merchandise?

- 4) What will be your sales strategy?

- 5) What will your sales area look like?

- 6) Create a map of the site and detail four places where you plan to sell your merchandise, and explain why you selected each location.