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| Logo  Description automatically generated |  | MERCHANDISING  Merchandising Activity #3 |

# Icon Description automatically generatedDETERMINING PRODUCT SELECTION

Analyzing data is a critical marketing tool. Information helps businesses make smart decisions about the products they sell.   
This is a brainstorming exercise designed to get students thinking about the products that will grab the attention of the customer and drive product sales. After all, sales are a very important part of the merchandising process!   
  
Use the following worksheets to gain a better understanding of your customer and help guide your decision-making process on what products to offer.   
  
Your goal is to provide merchandise that fans and spectators will be excited about. Without demand for the product, you will be left with unsold inventory that could end up costing your organization money rather than providing a valuable platform for generating revenue.

## Part 1: In the space below, describe any industry trends you discovered when researching potential merchandise products. Explain how those trends might help you determine what items you will offer.

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## Part 2: In the space below, describe your customer(s). Who will be buying your program’s merchandise?

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## Part 3: In the space below, list any potential apparel items that your program might offer (hats, hoodies, etc.).

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## Part 4: In the space below, list any potential novelty items that your program might offer (logo golf balls, team pennants, foam fingers, bobbleheads etc.).

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