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| Logo  Description automatically generated |  | MERCHANDISING  Merchandising Activity #6 |

# A picture containing toy Description automatically generatedSALES PLANNING

After all the market research and developing your inventory management strategy, it is time to create a plan for maximizing sales of your program merchandise. As you host more events, you will discover the best areas to stage your merchandise sales, identify the most popular products, establish ideal price points, and sharpen your sales skills.   
  
In this activity, you will begin the preliminary planning process for setting up shop for your first event. Using the sample checklist provided, create your own event-day prep checklist to make sure you are as prepared as possible to start ringing up sales for your program!

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