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| Logo  Description automatically generated |  | MERCHANDISING  Merchandising Activity #2 |

# Text Description automatically generatedText Description automatically generatedMARKET RESEARCH

**\* Teacher Note:** *This activity is also included with the marketing group student activities.*

It is critical that your Sports Business Program’s Merchandise Group takes the time to understand your customers. Who are they? What types of products would they find appealing? What types of items would be unlikely to sell?   
  
Begin by doing some research online to see if you can identify any current trends (i.e. - what colors are popular now?), learn about your potential customers, and review potential products that you may want to make available to your fans. You may also want to consider implementing a student survey to help determine potential products to offer, or even pair this activity with your marketing department’s market research activities.

After doing some initial research online, the best way to determine what type of merchandise will be popular with your fan base is to conduct market research. Ideally, you will collaborate with your marketing group to create your research plan. After gathering your data, you should analyze the results to help determine merchandising decisions.

You and your group will have to decide how you will collect your information and what information to collect. You will also need to determine how the information will be analyzed and how it will help you to make decisions to help elevate your merchandising efforts.  
  
Use the worksheets below to develop your market research plan.

**Step 1: Determine your data collection technique.**

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**Step 2: Determine where you will collect the data from.**

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**Step 3: Determine the type of information that will be collected.**

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**Step 4: Determine how the information will be analyzed and how it will help your merchandising team to sell more product.**

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