



Sports Business Program Event Day Merchandise Sales Area Checklist

- ☐ Will you accept credit cards? How?

- ☐ Where will set up your merchandise area?

- ☐ How will you minimize risk of theft?

- ☐ How will you draw attention to your area?

- ☐ Will you offer discounts?

- ☐ How will you display prices?

- ☐ Store hours: When will you open and close?

- ☐ Can items also be purchased online?

- ☐ How will you keep the area neat & organized?

- ☐ Who will staff the area?

- ☐ Do they have strong sales skills?

- ☐ What is your return policy?

- ☐ How will you promote the products?
