



INSTRUCTIONS

The term *online merchandising* refers to the process of selling merchandise on the Internet. The process of making merchandise available online opens up a new sales channel for a sports or entertainment organization to purchase related goods and services. Organizations can then maximize income by providing a customized shopping environment and allowing consumers access to a wider variety of products and services.

In this activity, you will need to visit the website for your favorite sports team or event (e.g. a PRCA rodeo event). If they do not sell merchandise online, make a note, and visit the site of another team or event that does. Then, answer the questions below.

QUESTIONS

1. Did the first website you visited offer merchandise online? If not, what was it?

2. List six (6) different products that are available for sale on the organization's website.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____

3. What are the shipping options available to consumers who wish to purchase products online? Provide a detailed description of shipping options below, including cost, delivery methods etc.

4. Is the site promoting any special offers relating to merchandise? If so, what?

5. Why do you think the organization sells merchandise online?