



## INSTRUCTIONS

Your company has been awarded a contract to be the sole provider of merchandise for this year's College Baseball World Series. However, the contract stipulates that you are allowed only to sell products on-site. Determine a merchandising strategy that will allow your company to maximize event revenue. Address the following concerns in your plan.

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## QUESTIONS

1. What types of products will you offer?
2. Why did you decide on those products?
3. What locations will you select to sell your merchandise?
4. What will be your sales strategy?
5. What will your sales area look like?
6. Create a map of the site and detail four places where you plan to sell your merchandise, and explain why you selected each location.