

MERCHANDISE PROGRAMS

Built for Success

Stephen King, CFEE
Executive Director
Des Moines Arts Festival®



**62nd Annual IFEA
Convention, Expo & Retreat**

www.ifea.com



SESSION OBJECTIVES

- Define key fundamentals
- Identify key components

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KEY FUNDAMENTALS

- Strategy
- Capacity

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STRATEGY

- Purpose. Why Start a Program?
- Define Success
- Identify clear attainable goals

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CAPACITY

- Staff
- Volunteers
- Online
- On-Site
- Financial Resources

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SUCCESSFUL MERCHANDISE PROGRAMS EXECUTE THE FOLLOWING KEY COMPONENTS

- the merchandise is current
- the merchandise is creative
- there is variety
- strategic planning & execution

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CURRENT

- Renea
- Go shopping
- Facebook/[pantone](#)
- Google "Fashion Trends"
- Google "[2017 t-shirt colors](#)"
- [Pinterest](#)

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CREATIVE

- Whats "in"
- Local designers
- Student designers
- Something unique about community

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VARIETY

- Start with determining market
- Work outward
- Two choices for primary market
- Cold weather location?

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STRATEGY

- Create a budget and stick to it
- Associated costs/margins/sell thru
- Retain and study historic data
- What to sell/What will sell
- RFP
- On-site sales
- Online sales

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WRAP-UP

- Show & Tell
- Best Merchandise Ever
- Q & A

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