

CLUB MERCHANDISE GUIDE

Managing Merchandise Offerings

Merchandise can be a lucrative revenue stream for your club or region, a lot of families are willing to purchase club and region branded items to show support for their kids, siblings or friends.

Merchandise orders can be Click and Collect from the club or handled via pre-order. One strategy sees the club holding stock vs having product made to order.

Determining your Sales Strategy

How will you sell your items?

Do you want to offer a pre-order strategy where orders are only taken for a limited time and then all items get shipped to the club/direct to members?

Will the club purchase items and then sell them from the clubhouse?

This will determine how many items you can include in your range and what the cost will be to the club.

Target Audience

Are you targeting items that everyone will want to purchase? or are you targeting products for kids, players, supporters, parents, grandparents, etc.

Conduct Market Research

Ask your membership base what they'd buy and what they'd be willing to pay, if your members don't want something - you don't want to be holding stock of it.

Create your Product Mix

Your Sales Strategy will decide the size of your range, and the supplier(s) you choose will determine your potential product offerings.

Pre-order method allows the club to avoid holding stock, however, some suppliers will have minimum order quantities (MOQ). This may result in the club having to take excess stock (i.e. You get 5 pre-orders, but the MOQ is 10, so the club picks up the additional 5)

Stock on hand at the clubhouse is a fine strategy if you have the storage space to accommodate and the financial capacity to purchase a bulk of stock outright.

It's up to you what you offer, but typically a Hat, Jacket/Jumper and a Shirt (t-shirt, polo or playing top) of some kind would form a base offering.

Belgravia Apparel are Baseball Queensland's Apparel partner. Belgravia offer one free set of club uniforms when Baseball QLD clubs transition to them as their uniforms supplier.

Belgravia also run promotions throughout the year, keep an eye out on the Baseball QLD EDM for more information on these promotions as they're announced!

MERCHANDISE: TIPS AND TRICKS

Consider Branding and Design

You'll want some professional looking designs, and you'll want to stay true to the branding of your club. Most suppliers have in-house design as an option, so you don't have to worry about organising your own designs!

If you're likely to do multiple releases, consider doing consistent designs that make your items look like part of a set. That way merchandise items form part of a collection and any future releases can form separate collections.

Supplier Selection

Find the best deal, you'll want to present the committee with a few options. Quality and cost are generally linked, so it might even be a situation where you request or purchase samples. Look for: production capabilities, pricing, turnaround time and ethical production methods.

Evaluating Demand

Start with a small launch, or pre-order process to test how much interest actually exists.

Promotion

Work in merchandise advertising posts into your communications plan. If you've got stock on hand at the clubhouse, would be good to setup a little stand or menu board that defines your merchandise offerings and prices as well! Sell them through the canteen.

Monitoring

Stay aware of changes in merchandise performance and new trends or member preferences for merchandise. You may want to release different items as more of your members have purchased your first release.

BQ Support Contacts

BASEBALL QUEENSLAND

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