

Online Merchandise Proposals

Purpose: Over the past year, there have been zero sales of merchandise through the online store. While the cause of this lack of sales may be linked to any number of reasons, the goal is to stem this trend by bringing forward new promotions and products. Note that the proposals presented below can be done in tandem with each other and do not necessarily need to be considered exclusive from one another.

Proposal #1: The first proposal is to implement coupon promotions. The idea would be that coupon codes would be provided at Alumni Association events that would provide event pricing online for a period after the event. In order to determine which event the traffic is coming from, different coupon codes could be generated for each event. The hope is that this would increase awareness for the online store and incentivize people to go events for potential savings on merchandise.

Proposal #2: The second proposal is to implement bundle promotions. This proposal would be to simply bundle a selection of products together and provide a combined savings. This could be done in any number of combinations; a hoodie and t-shirt bundle could be offered based on our current products (i.e. JTP Hoodie and a T-Shirt for \$65, which still provides a margin on both products).

Proposal #3: The third and final proposal is to provide a free small item with the purchase of a certain dollar amount in merchandise. At this point, the Council does not have a suitable product to fill the small product market, which could be used for this promotion. As a result, the first part to this proposal would be to determine a suitable small product to introduce. Based on ideas from Council in the past, these could include (subject to university approval):

- Alumni Luggage Tags
- Alumni Window Stickers
- Alumni Tea Candle Holders (**Not possible online)

Once a small product is selected, this product could be provided for purchases over a certain threshold (perhaps \$50). This will hopefully provide added incentive to use the online store.

Conclusion: If these proposals were to be implemented, we can hopefully bring interest to the online store and increase product visibility at events and abroad.

UOIT ALUMNI COUNCIL
2017 Merchandise Pricing Schedule
As at April 15, 2017

Based on information provided by UOIT and input from the Finance Committee, merchandise price points for 2017 are

ONLINE	Retail Price
Adidas Pull-over Hoodies	\$65.00
Adidas Zip-up Hoodies	\$65.00
JTP Pull-over Hoodies	\$55.00
JTP Zip-up Hoodies	\$55.00
T-shirts	\$17.50
Blankets	\$35.00

*Mugs not sold online due to shipping concerns

EVENTS	
Adidas Pull-over Hoodies	\$60.00
Adidas Zip-up Hoodies	\$60.00
JTP Pull-over Hoodies	\$50.00
JTP Zip-up Hoodies	\$50.00
T-shirts	\$15.00
Blankets	\$30.00
Mugs	\$10.00

*Gross profit including taxes (13%)