

2001 Special Olympics  
World Winter Games Alaska

Merchandise After Action Report

Gay Odsather



# MERCHANDISE

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## **SECTION 1: INTRODUCTION AND OVERVIEW**

### **A. Mission Statement**

- To be a successful source of funding for the support of the 2001 Special Olympics World Winter Games Alaska.

### **B. Goals and Objectives**

- Production of and sales of all official logo Merchandise.
- In-house commitment to program.
- Conscientiousness to marketing a limited number of items.
- Adopt strategy to push each product to maximum potential within each category.
- Produce products that conform to the idea of affordable luxuries that support a commendable cause.
- Product quality and current fashion.
- Satisfy the greatest number of consumers
- Provide an attractive assortment of revenue producing merchandise.
- The final goal of multiple item sales to every customer was met.

### **C. Overview of Services**

- Presentation/display of merchandise.
- Provide a variety of sizes and colors.
- Receive and process payment.
- Packaging of merchandising.
- Ordering and staging of inventory.

### **D. Key Responsibilities**

- Maintain inventory.
- Cash and sales control guidelines.
- Tracking of sales.
- Placement of inventory.
- Plan and produce items.
- Inventory retail outlets and restock.

### **E. Legacy**

- The creation, sales and distribution of merchandise will contribute toward leaving a very distinct and two-fold legacy for the 2001 Special Olympics World Winter Games Alaska.
- Quality items sporting the logo will always be a reminder of what took place.
- All involved proud to have been a part of the Games.

- Special Olympics will live on in our merchandise as our logo is displayed over the years.
- Leading toward more awareness that Special Olympics is creating world-class events.
- The goal of helping to fund the 2001 Special Olympics World Winter Games Alaska was met.
- This should be a persuasive argument, to future generations of organizers, for continuing to build a strong merchandise program.

## **SECTION 2: SCHEDULES/TIMELINES/EVENTS**

- Schedules were written based on the Venue and/or Special Event schedules.
- Timelines were based on shipping as well as availability of items
- MER was sold at every venue including special events and retail outlets.
- An event was anywhere an opportunity for sales was scheduled.

## **SECTION 3: ORGANIZATION**

- **Direction of Sales-staff**
- **Director of Merchandise-contract**
- **E-Commerce, Warehouse, Inventory Assistant-staff**
- **Volunteers-all levels of involvement**

## **SECTION 4: FUNCTIONAL AREA MANAGEMENT STAFF/VOLUNTEERS**

- **JOB DESCRIPTION**

### Merchandise Leader

- Provide an efficient, friendly booth
- Set-up by pre-determined schematic of MER tables
- Signage placement
- Restocking
- Reordering

- Communication with WHS or MER staff for additional needs
- Daily Inventories
- Cash box control
- Midday pickup procedure plan
- Clean up and storage
- Security Leader & MER Leader reconcile end of day
- Next day Bank given to Venue Coordinator

#### Merchandise Attendant

- Efficient and friendly
- Set-up and restocking
- Clean up
- Assist where needed

- **Merchandise Leaders and Merchandise Alternates needed:**
- **The number of anticipated attendance determined the number of Volunteers needed for each venue or special event.**

## **SECTION 5: GUIDELINES/RULES/POLICIES & PROCEDURES**

### **A. General Guidelines/Management Policies**

- The merchandise mix was determined and packed by the MER Director and MER WHS Leader at the WHS.
- The amount of merchandise was based on anticipated attendance at the venues.
- Additional product needs were handled by daily inventory counts or requested by phone to MER contact.
- Venue location distances from the warehouse were a consideration.
- Merchandise Leaders arrived at least one hour before the venue schedule in order to check-in, attend daily venue meeting, proceed to the designated merchandise area, and set up for sales.
- MER Attendants arrived at least 30 minutes before venue schedule unless requested by the MER Leader to assist with any set-up needs earlier.
- Depending on venue configuration and predetermined MER area, MER set-up was on four to six tables as per MER schematic.
- Grid work and colored schematic picture for set up of grid with product were reviewed at all MER training sessions.
- Individual venue FF&E lists itemized needs.

- Reference to venue map for MER location as well as other information locations was stressed at all meetings.

### **C. Functional Policies**

- Training Sessions were important to prepare the MER Volunteers for retail sales.
- Importance of creating a retail environment as close to a typical storefront as possible was stressed continually at meetings.

### **D. Procedures**

#### **Items provided for each merchandise venue:**

1. Cash box with beginning bank of \$200.00.
  - Note: **Do not accept Canadian money or any currency other than USA was the policy for all sales.**
  - Note: **Check Information:**
  - Accept personal imprinted (by the issuing banking institution) checks drawn on banks from the United States only.
  - **Do not accept any checks from foreign countries** other than **Travelers Checks** issued by Visa or American Express or other reputable banking institution.
  - Please ask for ID (valid driver's license with photo, credit card with photo, and/or passport with photo)
  - Write this information on each check as well as a phone number should one not be imprinted on the check.
  - **Do not accept counter checks.** Be courteous but firm when adhering to GOC policies as outlined.
  - Call Security (a Security Volunteer will be stationed in all MER areas) to assist if needed and in the event that there is a language problem, Security will call for a Language Services representative to assist with any language difficulties.
2. Credit card imprinter and credit card receipt forms:
  - Note: **Accept only Visa/Master Card/American Express Credit Cards.**
  - **Do not accept Discover or Diners Club Credit Cards or any other Credit Cards.**
  - Please check the **expiration date** on the **Visa or Master Card or American Express** card to insure that it is a valid card.
  - Mark the expiration box on the credit card form to indicate that you did check the expiration date and it **is current and will remain current thru the end of March 2001.**
  - **The credit card owner's phone number must be written on each imprinted form.**
  - **In addition to obtaining his/her signature per the signature on the back of the credit card.**

- If the credit card does not have a photo of the person charging, ask for a photo ID if you have any reason to need additional information.
  - Any questions about **refunds** will need to be addressed on an individual basis.
  - If an item was **charged to a credit card or paid for by a check, no cash refunds** will be issued.
  - Check with the MER Director or MER Assistant if this should arise. We want to be fair but not careless.
  - **When using the credit card imprinter, be sure to slide imprinter forward and backward over the card to ensure total image of the credit card.**
3. Receipt pages: Provide for customer only if asked for a written receipt when dealing with cash purchases.
  4. Inventory list of products by item, size, and price and to include:
    - a. Beginning inventory
    - b. Inventory sold
    - c. Ending inventory
  5. Bank bag for end of venue schedule for ending inventory page and monies to be deposited.
  6. Two price list signs for each venue. Refer to current price lists on order blanks provided in case new items have been added to merchandise mix since signage was produced. We will be having last minute add-ons to sell.
  7. Other supplies: plastic bags, pens, notepad, calculator w/batteries, tape dispenser, stapler, clipboards, marking pens, t-pins, etc.

**Key instruction for merchandise volunteers:**

- Do not leave the merchandise or cash box unattended at any time.
- Take the cash box with you if you must leave the area unattended.
- Use common sense at all times.
- Security is there to help you.
- Always rely on Security Volunteers for assistance.
- Daily take down of merchandise in most instances was not necessary.
- Where possible, MER will be covered with provided white plastic sheets.
- If necessary for security purposes, MER will be left on tables, covered and moved to the designated storage area for the evening.
- The timing of this procedure depended on each venue schedule.
- Storage was determined by available **secured** space under the direction of the venue coordinator.)

### **Security of monetary receipts:**

- The Security Leader or designees from each venue stood by at the end of each day while the receipts were counted.
- The security leader or designee then took possession of the cash, check and charge card receipts with the associated documentation.
- The Merchandise Leader or Alternate was given a signed receipt from the security officer for the funds.
- The security officer then transported the funds to the designated 2001 Special Olympics World Winter Games Alaska drop-off as per daily instructions from the MER Director.

## **SECTION 6: FORMS, DIAGRAMS & APPENDICES, EQUIPMENT LISTS**

### **A. Products, Promotional Items/Guides**

1. Merchandise
2. Signs/Price Lists
3. POS Tools
  - Cash box with beginning bank:
  - Credit card imprinter and credit card receipt forms:
  - Receipt pages
  - Order blanks
  - Inventory list of products
  - Bank bags
  - Price lists signage
  - Schematic for MER placement on tables
  - Grid schematic for display areas
  - Other supplies: plastic bags, pens, notepad, calculator w/batteries, tape dispenser, etc.

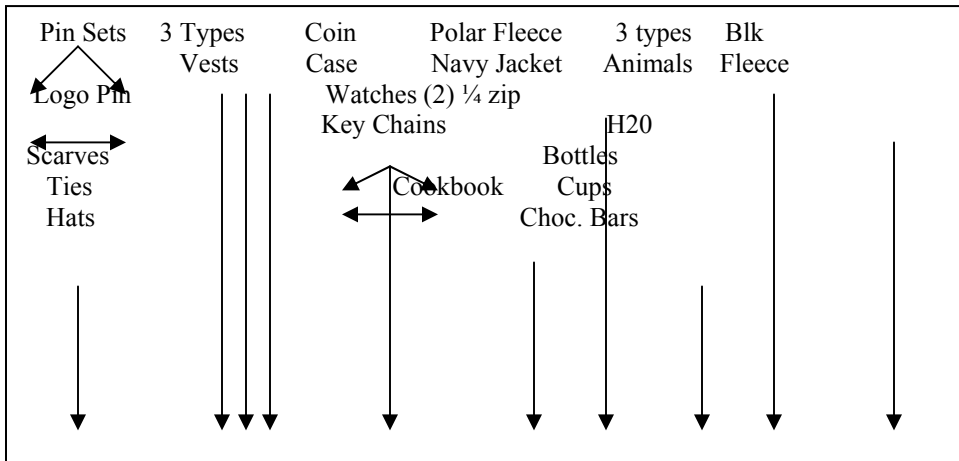
### **B. Functional Area Layout:**

**Venue coordinators and MER Director developed layout and Maps.**

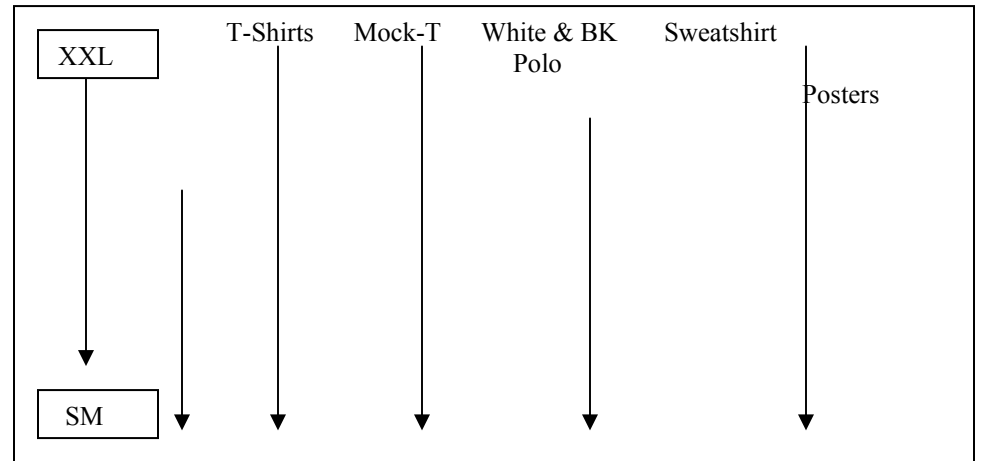


**C. Equipment Lists: Merchandise Front and Back table Layout**

**FRONT TABLES**



**BACK TABLES**





# MERCHANDISE ORDER FORM

2001 Special Olympics World Winter Games • Alaska  
 619 E. Ship Creek Avenue, Suite 232, Anchorage, Alaska 99501  
 Telephone: (907) 277-2477 Fax: (907) 277-2472  
[www.2001worldgames.org](http://www.2001worldgames.org)  
 Tax ID # 91-1798363

## 2001 Special Olympics World Winter Games Alaska Official Merchandise

Purchase Order No. (Optional) # _____ Date Order Placed: ____/____/____ Date Order Filled: ____/____/____ Date Order Shipped: ____/____/____ Client Phone Number: (____)____-____ Client Fax Number: (____)____-____	Name of Purchaser _____ Name of Company (if applicable) _____ Billing Address (street, city, state/province/zip code/country) _____ Shipping Address (if different than Billing Address) (Street, city, state/province/zip code/country) _____
<b>Method of Payment:</b> <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX Card No. _____ Expiration Date: Mo. _____ Year _____ Name on Card: _____ Signature: _____ Daytime Phone: (____)____-____	

SKU#	Description	Size/Quantity					Total Qty	Retail Price	Total Price
		S	M	L	XL	XXL			
101	White Short Sleeve T-Shirt							\$12.00	
102	White Long Sleeve Mock Turtleneck T-Shirt							\$18.00	
103	Sweatshirt – Ash							\$25.00	
104-5	White or Black Short Sleeve Polo Shirt							\$30.00	
106	Navy Polar Fleece Jacket – Full Zip							\$35.00	
107	Black Polar Fleece Pullover – ¼ Zip							\$35.00	
108-9	Red or Black Polar Fleece Vest							\$30.00	
201	Baseball Cap – Khaki							\$12.00	
301	Water Bottle 28 oz.							\$4.00	
302	White Mug							\$4.00	
303	Spinner Key Chain							\$3.00	
304	Cloisonné Pin							\$4.00	
401-3	Special Olympics Friend Bean Bag Bear or Moose or Husky							Ea \$4.00	
501	Gold Bar (Milk Chocolate & Crisp Rice Candy Bar)							\$2.00	
601	Erik Behnke Poster							\$24.95	
602	The Cookbook							\$20.01	
603	Sports Clip Watch							\$49.00	
604	Limited Edition Relic Wristwatch							\$64.95	
111-2	Navy Silk Scarf or Tie							\$35.00	
605	2001 SOWWGA Silver Medallion Coin							\$34.95	
606	2001 SOWWGA Gold Relief Medallion Coin							\$59.95	
607	Sport Specific Pin							\$4.00	
608	Limited Edition Collector Pin Set							\$125.00	
Refer to our website for information on tax and shipping & handling →									
TOTAL									

