

MERCHANDISING CHECKLIST

There are several issues to consider before investing in a range of merchandise and the associated costs of maintaining inventory. Start by answering the following questions:

- What capital costs are involved in purchasing appropriate fixtures and fittings?
- Do you have sufficient space to construct effective displays?
- How many different kinds of products can you realistically stock?
- Do you have additional storage areas for extra stock?
- Do you need to outsource professional expertise in interior design, fit-out and merchandising?
- If so, what costs are involved?
- Will you train key members of staff in merchandising techniques and product selection?
- Will staff require sales training to sell products effectively?
- Have you researched the market to determine consumer trends?
- How do the intended products fit with your brand image?
- What level of contribution to revenue and net profit do you expect product sales to make?
- What role will merchandise play in your overall strategy?
- Will the products, once displayed, visually enhance cellar door?
- Is the product range likely to entice additional visitors?
- Which segments will the product range appeal to? Wine drinkers? Non-wine drinkers? Families?
- Are the products relevant to other cellar door offerings?
- Do the products reflect any regional elements?
- Are the products widely available in other cellar doors in the region?
- Can you get exclusivity on certain lines?
- Can the products be branded effectively?
- What security risks are inherent?
- Can some products reflect your philanthropy towards certain sectors?
- What contingency plans do you have to deal with problem stock?