



# Tarleton Rugby Union Football Club

## **Merchandise Policy and Implementation**

### **1 Roles and responsibilities**

The Club Merchandise Manager is responsible for development and implementation of merchandise policy in agreement with the Executive. The role includes establishing, maintaining and communicating the agreed club merchandising range, negotiating optimum terms and conditions for the club and ensuring an effective order processing system. This merchandise manager and exec members will no longer be responsible for channelling or placement of orders.

The Merchandise Manager will be supported by Merchandising Coordinators. The coordinators will be the first point of contact for advice, ordering, collections and shop supervision.

### **2 Club Shop and merchandise section of club website**

The Club Shop will open on match days, subject to coordinator availability. It will aim to provide advice on team wear, display samples, 'try for size', and be the primary point for order placement, status and collection.

The club website will display the agreed merchandise range, club prices, sizing guidance and order form. Website content/changes will be authorised by the merchandise manager. The web site will complement the club shop with an on-line 'look-see' capability. The initial ordering process will be manual, with forms copied from the website (or obtained from the shop), completed and returned with payment to coordinators, shop or shop post box (during closed hours).

### **3 Sourcing**

O'Neills are selected as Tarleton preferred supplier for team-wear. Discussions with a range of potential suppliers have shown them to have a clear advantage based upon cost, quality and delivery.

None standard merchandise purchases, i.e. for specialist items outside of team-wear, may be purchased directly by the demander on the proviso that the buyer has exec' authority for funding and demonstrates value for money to the merchandise manager (typically best of three quotations).



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## **4 Pricing**

The current price list is available via the Tarleton website or from the shop.

Club pricing is consistent with that offered via O'Neills commercial website, allowing for costs of logos, delivery etc. The club shall benefit from any bulk ordering discounts.

Additional Initials / One Colour Prints: £1.50

Prices are valid for 2011 and may be subject to change.

Childrens' clothing prices (up to and inc size 13/14) reflect zero VAT status and lower cost of manufacture, compared with adults' sizes. In accordance with VAT rules, children must pay adult prices if they require adult sizes.

## **5 Payment terms**

Full payment must be submitted with each order, cheques made payable to 'Tarleton RUFC'.

## **6 Second hand service**

The shop offers a service selling second hand merchandise on behalf of club members. Goods will typically be half of price when new and must be washed and in good condition. Since these sales will impact on new merchandise sales, the club will receive 20% of the sale price with settlement following sale. The club reserves the right to dispose of any items remaining unsold after 6 months.

## **7 Merchandise range**

All new merchandise will be purchased in accordance with the agreed club range comprising, match day wear, leisurewear in club colours (Berne range), bespoke Tarleton playing kit, training clothing, waterproofs and other accessories. Ties and shirts will continue to be provided.

Match day clothing shall include; a continuation of the black polo shirt with logo for minis and new black, red & white Berne polo shirt for juniors. Initial member consultation suggests the minis keep to this lower cost option for these fast-growing children. The new junior top is considered to be more stylish and likely to achieve improved compliance compared with shirt and tie mal practices, e.g. none wearers, big loosened knots and shirts not tucked in. To balance consistency of 'uniform' and burden on the purse, the decision of when to transition each junior team shall remain with individual team managers, in consultation with parents. It is expected that transition shall be complete by Sept 2012. Senior match day wear shall continue to be shirt and tie until further notice.



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## **8 Stock management and transition**

Stocking policy will consider 'best sellers' and 1-off samples in support of enhanced overall sales. This will minimise any future risk of stock obsolescence. Stocking policy and response to potentially slow moving (original) stock will be reviewed half yearly.

## **9 Ordering process**

Merchandise Coordinators will consolidate individual/sponsor orders into club orders as appropriate, in order to minimise any delivery cost and meet supplier batching requirements. A transparent order management process will be agreed between the Merchandising Manager and Club Treasurer.

For embroidered garments there is a minimum order of 12 pieces, which can be across the range of products as long as the same embroidered logo is being used. Delivery time on embroidered garments is approx 2/3 weeks. £10.00 delivery charge applies to each order. Tarleton bespoke playing kit delivery time is typically 4 weeks.

## **10 Sponsored clothing**

All sponsored clothing must be purchased through club merchandising. Sponsored playing shirts become the property of the club and must exclude player names in order to make them transferable. In the event that sponsorship is team specific, e.g. by a parent, it is reasonable that shirts are retained by the same team for 2/3 years, until outgrown. At such time, the full team strip will be passed down to the most suitable team. Existing club cotton strips continue to be available for teams without newer lightweight sponsored kit. The Merchandise manager will record which age groups/teams have lightweight strips, as opposed to cotton, and will decide any redistribution on a fair 'needs' basis, i.e. not coaches, players or original sponsors. Any other sponsored clothing may carry player names/initials etc to assist in identification and ownership determined by the sponsor (typically gift to the player).

**Dave Peacock**  
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