

Name: _____

Date: _____

Selling Merchandise

Part A – What merchandise will we sell?

- *The band will sell merchandise at each performance with the band's logo on it.*
- *In order to appeal to a variety of fans, you must sell at least 4 different types of items.*
- *Use the Internet or brochures to locate affordable distributors that offer the merchandise you need at an affordable cost. Use this information to estimate the cost of your merchandise. Keep in mind that you want to make a profit from merchandise sales.*
- *Record your information in the chart below.*

ITEM	NAME OF DISTRIBUTOR	COST FROM DISTRIBUTOR (\$)	RETAIL PRICE AT PERFORMANCES (\$)	PROFIT PER ITEM (\$)

Part B – How much profit can we make?

- *Expect that 40% of ticket holders will purchase an item with the band's logo on it.*
- *Estimate how many of each item you project will be purchased.*
- *Refer to the “profit per item” column in your previous chart to help you estimate the profit you expect to earn from the sale of each item.*

ITEM	ESTIMATED NUMBER OF SALES	ESTIMATED REVENUE (\$)	ESTIMATED PROFIT (\$)

Total estimated revenue from the sale of band merchandise \$ _____

Total estimated profit from the sale of band merchandise \$ _____