

Range Planning

Developing a range plan

There are two key things to think about as you are developing your range plan:

1. That you have developed a product strategy
2. That you define your product selection criteria

Why do we need a product strategy?

A strategy is a longer term vision of how you see your business. It is an incredibly important and useful way of documenting your ideas for your managers and for your team, even for the smallest business. It allows you to have a reference point for all the choices you make for your business.

A product strategy helps define what the shop and merchandise is all about, giving you a clear rationale.

Suggested headings:

1. Overview/'ethos' of the product offer
2. Financial performance aims
3. Product aims/overview

Define your product selection criteria

Drawing this up and agreeing it with colleagues creates a framework for your decisions about what to sell.

Here's an example of a basic checklist:

- Likely appeal to your key customer profiles
- Fits into one of the ranges or categories
- Meets margin % requirement
- Perceived value for money
- Well-made and designed
- Appropriate for your museum shop
- Not available locally
- Meets any sustainable and fair trade requirements eg materials
- How will it look in your shop?
- Commercial appeal

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