

MERCHANDISING

Summary

To be a profit centre for K-W Oktoberfest Inc. in the truest sense of the description by contributing to the revenue of the corporation while absorbing the appropriate share of the overhead. To develop and source merchandise to distribute, both wholesale and retail, through Hans Haus for the purpose of making a profit for the Festival. To seek out opportunities to design, source and sell merchandise to corporate entities for the purpose of developing revenue. To develop and maintain sources for authentic Bavarian Tracht for the purpose of accessing appropriate apparel for the volunteers of the Festival while at the same time adhering to the original mandate of creating revenue for the Festival. To act as a single source ticketing outlet to service the Festhallen partners while at the same time developing an additional revenue source for the Festival.

Responsibilities

- ✓ Develop a revenue base that is reasonable according to expectations ascertained through the budget process.
- ✓ Seek out new products for sales opportunities; develop at least one new opportunity per season.
- ✓ Increase the number of tickets sold through the Hans Haus system.
- ✓ Ensure that on-line offering of product is implemented and refined with respect to use friendly accessibility.

Skills

- Skills in the retail market.
- Ability to understand sales and demand for specific items/tickets.
- Ability to keep up to date on new merchandise and products.