Panel

• **Moderator:**
  - Henry Kaku, Buyer/Manager, Santa Rosa Memorial Hospital, Santa Rosa, CA

• **Panelists:**
  - Jackie Davis, Gift Shop Manager, Antelope Valley Hospital, Lancaster, CA
  - Sharon Pogue, Gift Shop Manager, Eisenhower Medical Center, Rancho Mirage, CA
  - Barbara Pasek-Brown, Volunteer Gift Shop Manager, O’Connor Hospital, San Jose, CA
  - Keith Britt, Sales Manager, Kelli’s Gift Shop Suppliers, Carrollton, Texas
  - Loretta Burke-Miller, Owner Celebrations Designs, Inc., Santa Rosa, CA
  - Tammy Tang, Co-Owner, El Pack Import, Irwindale, CA
  - Loren Watkins, President, 24-Hour Flower, Palm Springs, CA
  - Carol Young, CW Young Company, San Francisco, CA
POWER OF PRODUCT AGENDA

- **Purpose:**
  - Discuss What Merchandise is **Hot** and What’s Not
  - **Buy** what **Sells**, not Sell what we **Buy**
  - **Peer** to Peer Networking

- **Define:**
  - Who is Hospital Gift Shop **Customer**
  - **Best** Seller in Sales and Marketing

- **Show and Tell**
  - Best, No, Slow

- **Q & A**
What is a Best Seller?

• The origination of the term bestseller is a book that is identified as extremely popular by its inclusion on published lists of currently top selling books.

• Ex: New York Times Best Seller

• Retailers have picked this term up to identify top selling products.
Your Role

• Bring it, Show it and Tell us what’s hot and what’s not in your Gift Shop.

• One of the favorite sessions each year is the power of your peers presenting from their “Best Sellers.”

• We spiced it up to include our “No” Sellers and “Slow” Sellers.
<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Paid Manager</td>
<td>82%</td>
<td>78%</td>
</tr>
<tr>
<td>Annual Sales</td>
<td>$ 481 K</td>
<td>$ 333 K</td>
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<tr>
<td># Salaried Staff</td>
<td>3.79</td>
<td>2.48</td>
</tr>
<tr>
<td># Volunteers</td>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td># Beds</td>
<td>574</td>
<td>311</td>
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<tr>
<td>Gift Shop Sq. Ft.</td>
<td>1,184</td>
<td>838</td>
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<tr>
<td>$ per Sq. Ft.</td>
<td>$ 395</td>
<td>$ 415</td>
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</table>

Jan 2014 Data Source from America’s Mart Buyer Relations
2012 National Survey of Hospital Gift Shops

- Ave. Bed Size: 320
- Ave. # Employees: 2,495
- Ave. Volunteers on Staff: 32
- Ave. Full Time Paid Staff: 1
- Ave. Part Time Paid Staff: 2

2013 Data Source from Purchasing Power Plus
Merchandise Classifications

1. Baby
2. Balloons
3. Clothing & Accessories
4. Food & Beverage
5. Flowers & Plants
6. Gifts
7. Hosiery & Socks

8. Jewelry
9. Magazines
   Newspapers, Books
10. Plush Animals
11. Stationary, Cards
12. Sundries, HBA
13. Toys & Games
14. Non Taxable
Three R’s

- Right Product
- Right Price
- Right Time
Top Vendors

2014
Ganz
Burton + Burton
Kelli’s
Noelle
TY
Demdeco
GiftCraft
Grasslands Road
DM Merchandise
Mud Pie

2013
Demdeco
Ganz
Kelli’s
Burton + Burton
MudPie/One Coast
TY
Gund
Amscan
Aurora
Enesco
2012 Survey from PPP

• Best Categories: Gifts, Jewelry, Candy

• Best Vendors: Ganz, Giftcraft, Gund

• Where Buyers Purchase:
  • 74% at Mart and
  • 81% on line
Las Vegas Mart

- Angelia Singleton, Director of Retail Relations
- Sarah Jones, Retail Relations Manager
2015 TRENDS

• Color: Pantone Matching System (PMS) Fall 2015
2015 Fashion Trends
Gift Shop at
Sharp Mary Birch Hospital for Women and Newborns

New Beginnings Boutique Gift Shop

- Beds:
- Gift Shop sq. ft:
- 2013 Sales: $
- Best Seller:
- Customer Mix
Smyles Gift Shop
O’Connor Hospital

- Beds: 202
- Gift Shop sq. ft.: 350
- 2013 Sales: $291 K
- Best Seller: Giftcraft Accessories
- Customer Mix

O’Connor Hospital Gift Shop
Gift Gallery at PIH Health Hospital

- Beds: 444
- Gift Shop sq ft: 800
- 2013 Sales: $ 600 K
- Best Seller: Pandora Jewelry
- Customer Mix:
Gift Shop at UCSF Medical Center

- Beds: 750
- Gift Shop sq. ft.: 600
- 2013 Sales $ 880.0 K
- Best Seller: Food & UCSF MC Logo
- Customer Mix
  - 25% Patients
  - 50% Staff/Volunteer
  - 25% Visitors

Gift Shop at University of California San Francisco Medical Center
SLOW SELLERS

Merchandise

1.
2.
3.
4.
5.
6.
7.
NO SELLERS

No

Merchandise

• 1.
• 2.
• 3.
• 4.
• 5.
• 6.
• 7.
Power of Product Wrap up

• What you Learned.
• What was the best idea?

• What you want to Learn more about?
POWER OF PRODUCT

Thank you
CAHHS Retail Science Academy Workshops

• RSA 101: Power of Product
• RSA 102: Power of People
• RSA 103: Power of Planning
Additional Resource Material
ACTION STEPS

Poor Sellers Options

- Vendor Participation
  - Guarantee Sale
  - Offset
- Gift Shop
  - Managed Markdowns
- CAHHS Inventory Exchange

Call to Action
Managing Markdowns

- Planned Markdowns
Deal of the Day

- Groupon.com
- Plumdistrict.com
- Dealoftheday.com
- Guilt.com
- Deals.com
- Fatwallet.com
- LivingSocial.com
- PPP
- Flash Sales
When to Markdown?

Markdowns: Timing Is Everything!

Suggested mark-down depends on time period and sales deficit

<table>
<thead>
<tr>
<th>Sales</th>
<th>2 weeks</th>
<th>4 weeks</th>
<th>6 weeks</th>
<th>8 weeks</th>
<th>10 weeks</th>
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<tbody>
<tr>
<td>-20%</td>
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<td>10%</td>
<td>10%</td>
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<td>20%</td>
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<td>-80%</td>
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<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>65%</td>
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</tbody>
</table>
Site Traffic and Revenue

BARCODE

•

TRAFFIC

REVENUE

Amazon Product Ads

Shopzilla

Nextag

Google Shopping

Pricegrabber

Pronto

Become

Bing

TheFind
BABY

Merchandise

Vendors
• Celebrations
• Kelli’s
• Sweet Cotton
• Mud Pie
• Sozo
BALLOONS

Merchandise

Vendors
• Burton & Burton
  • www.burtonandburton.com
• Mayflower Distributing
• Balloon Delights
ACCESSORIES: SCARVES

Vendor

• Howards
• Kelli’s
• Asian Eye
• Berkeley Designs
• Charlie Page
  • www.giftcraft.com
• DM Merchandising
ACCESSORIES: PURSES

Merchandise

Vendors
• Vera Bradley
• Laurel Burch
• Charlie Paige
• Sun & Sand
• Passion
• Shiralea
FOOD

Merchandise

Vendors
• Coremark
• Costco
• See’s
• Pitco
• MTC Distributing
• Abdullah
HEALTHY FOODS

Better Choices
• Sugar Free
• Gluten Free
• Natural: Granola

Vendors
• Abdullah
  • www.abdallahcandies.com
• Kind Bars
• San Franola
  • www.sanfranolagranola.com
• Kellis
  • www.kellisgifts.com
BEVERAGES

Health Trends

• Tea & Lemonade
• Water
• Hint
• My Size
• Ginger Ale

Vendors
FLOWERS

Merchandise

Vendors
• Local Florist
• Artificial Flowers
• Ribbon Flowers
• Paper Flowers
GIFTS

Merchandise

Vendor

• Silvestri
• Demdaco
• Michael & Company
• Two’s Company
• Transpac
• Charles Viacin
Men’s Gifts

Sports

Apparel
Wearable Devices

2015

FITBIT

1970

MOOD RING

SMART WATCH

JA WBONE
HOSIERY and SLIPPERS

Merchandise

Vendors
- VH Apparel
- K. Bell
- Hot Socks
- Lavente
- Snoozies
JEWELRY

Merchandise

Vendors

• Pandora/ Da Vinci
• Pacific Silver
• DM Merchandising
• Unique Accessories
MAGAZINES, BOOKS, NEWS

Reading Materials

Vendors

• Costco
• Mc Knight Sales Co.
• The News Group
• Ingram Periodicals and Publications
• Local Newspaper
• Tablet Rental
PLUSH

Merchandise

2015 Year of the Ram

Vendors

- Gund
- Ganz
- Douglas
- Jellycat
- Mary Meyer
- Melissa & Doug
- Aurora
- Fiesta
- Regal Elite
PLUSH TRENDS

• Dolls: Frozen

• Cats: Grumpy Cat:
  Ganz and Gund
PLUSH TRENDS
STATIONARY and CARDS

Merchandise

Vendors
- Avanti
- Papyrus
- Marian Heath
- Fravessi
- Leanin’ Tree
- Design, Design Inc.
- Graphique De France
- Pumpernickel
GIFTS: SOCIAL EXPRESSION

CELEBRATE

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A DELICIOUS COINCIDENCE?

OCCASIONS

• Get Well
• Birthday
• Thank you
• Retirement
• Sympathy
• Congratulations
• Seasonal
• Occasion
SUNDRIES & HBA

Merchandise

Vendors

• Costco
• Coremark
• Pitco
• Burt’s Bees
• Empire Commerce
• Naked Bee
• Crabtree & Evelyn
TOYS & GAMES

Toys

Games
CONVENIENCE

Merchandise

Suggestions
• US Postage
• Wi – Fi Passwords
• Give Change
• Calling Cards
• Bus Passes
• Penny Jar