



International Association  
of Students in Agricultural  
and Related Sciences.

# merchandise guidelines

# welcome to merchandise guidelines



# what?

The word merchandise comes from the Old French word *marchandise*. '**Marchandise**' is the word used to describe a product that can be bought or sold. It can be considered as any type of goods for sale. 'Branded Merchandise' is any product that contains a logo or a brand on it. It is mostly used as promotional material at conventions, but most large brands also sell their branded merchandise. This is the type of merchandise we will be talking about in this guideline.

Meanwhile, 'merchandising' is the activity that promotes the sale of goods other than personal selling which can include pricing, special offers, creating display designs, using marketing strategies and other techniques designed to influence consumers' buying decisions. More broadly, merchandising may refer to retail sales itself, which is the provision of goods to end-user consumers. The concept of merchandising is based on presenting products at the right time, at the right place, in the right quantity and at the right price to maximize sales (**The 5 Rights of Merchandising**).





# why?

Since it is all about selling, the ultimate benefit of merchandising is higher sales and better profits. However, companies use this activity as a branding exercise while making money for their business at the same time. Things you should know about the benefits of **Branded Merchandise**:

- 1. An extra revenue stream:** it can be a great added source of revenue. Ensure that merchandise is low cost to manufacture. This strategy is effective to get a good profit margin.
- 2. Brand Recognition:** exposure to the general public, more branding with the brand logo on the product.
- 3. Customer Engagement:** ability to engage with IAAS and its members more.





# why?

For IAAS in our case, this means that our association will be better known around the world, which might then result in more members, more committees and more partners that want to collaborate with us. Additionally, having merchandise items as an IAAS committee will encourage the forming of a group bond among the individual members, because everybody can physically feel part of the group. In this way, being a member of IAAS becomes something to be proud of. This will then lead to a higher motivation of the individual members, more commitment and in the end a better group performance. Merchandising is of course also an effective option to get income benefits for the local/national committee.

In this case, all the profits that will be received from the sale of merchandise can be used to pay Membership Fees (MFs) and to finance internal activities in the local / national committee. An important note following this: The fact that we are a non-profit organization does not mean that we do not have to make money. We need money to cover our costs and pay for our projects and to achieve our goals. The ultimate goal of these projects is to achieve prosperity and financial independence in the committee and do something good for the community.





# Why should people buy IAAS's merchandise?

1. 'Why' is not about making money, that's a result. 'Why' is the purpose.
2. 'Why' depends on how you explain your purpose and the reason you exist and behave as you do. So, the merchandising has to be part of bringing into action your vision and beliefs. You have to be able to explain what the purpose of IAAS is, what you want to achieve, why you exist. If you can do this, your merchandise sales will go smoothly and money will come in as an automatic result.





# Please have a look at the golden circle:

## Why?

**Spread our IAAS-brand together with our vision**, as the biggest Leading Youth Development and Agricultural Student Association in the world. ~ **Vision: Students take an active role as leaders in their society, enter professional life with innovative ideas and contribute to sustainable development in Agricultural and related Sciences.**

## How?

How to reach the right target audience? In this case, we share our vision through the **IAAS products** and their marketing **as a part of the global projects for IAAS-members (and others) all around the world.** The process of coming with the idea and the making of the merchandise products has to be part of our philosophy.

Additionally, while selling our merchandise with the right strategy, our members will gain important skills that are highly necessary in the field of agriculture: Also farmers and agronomists have to know how to sell their products and ideas! The act of merchandising itself also helps in accomplishing our vision!

## What?

Final products : **global projects + merchandise product itself** that we sell. Ideally, the merchandise products are related to our projects and/or the field of agricultural and related sciences

So, the product that we sell should represent IAAS itself, e.g.: Village Concept Project (VCP) products as merchandise goods. Ideally those are also **goods with a sustainable use that reflect the environmentally friendly movement.**



# how?

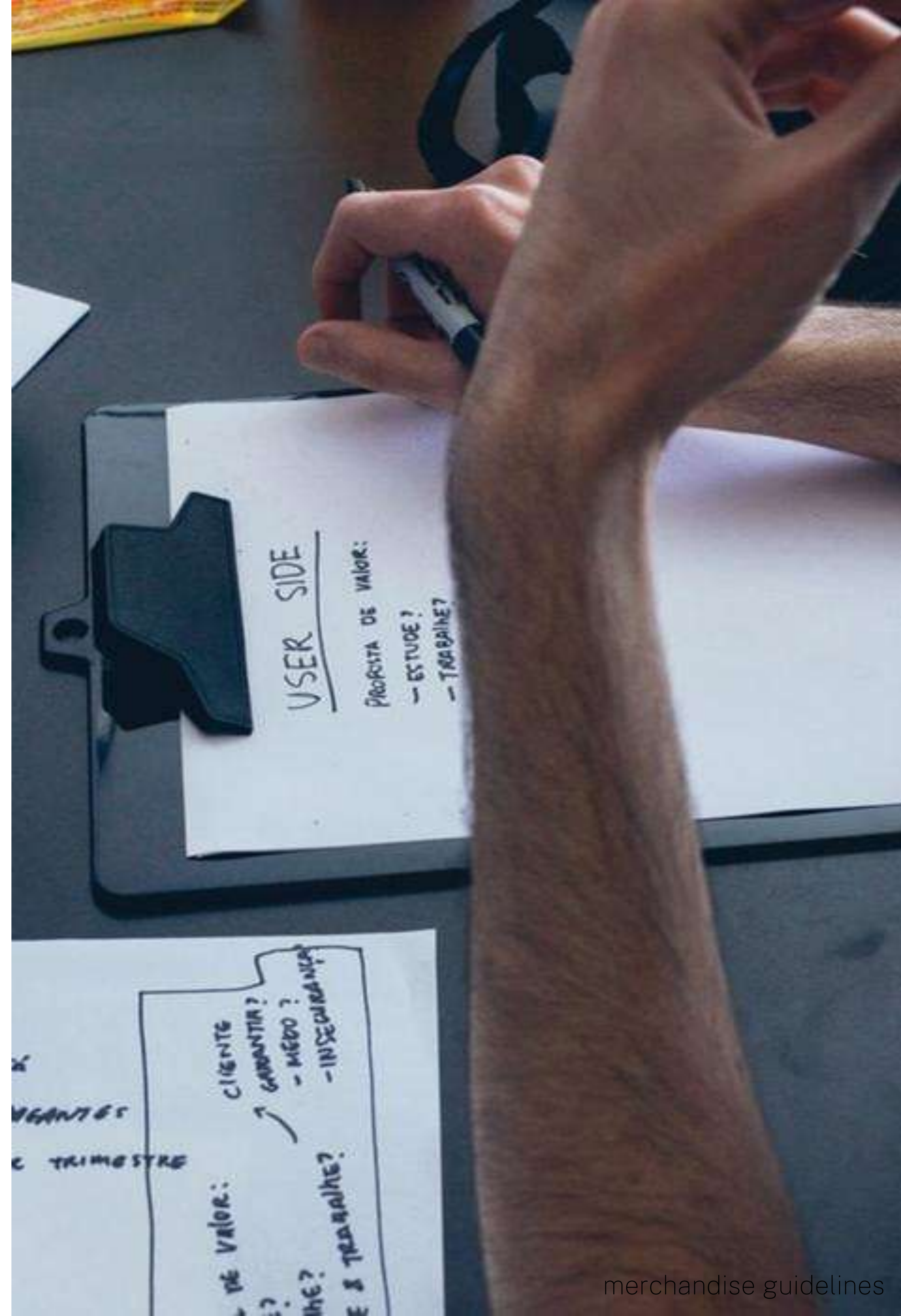
It is important to make a plan before conducting merchandising in your local/ national committee. Merchandise planning is a method of selecting, managing, purchasing, displaying and pricing the products in a manner that they bring in maximum returns on investment and value addition to the brand name by satisfying the consumer needs while avoiding overproduction.





# How #1: Forecast demand.

The first thing you need to do is demand forecasting with market surveys and consumer demands, e.g: What would students in your faculty like to buy? Ask your friends or strangers on campus or have an online survey! Demand forecasting is the pillar. It involves the anticipation of how a customer would behave during a sales season. The estimate should tell you about what and the number of products required to purchase, selling price of these products and if it is needed to add new products to your existing merchandise assortment.





# How #2: Merchandise needs.

After you have forecasted the demand and you know how much you need, it is time to plan how you are going to buy and manage the products so that you can provide the right product, at the right time and the right place to your beloved customer.

- 1) Budgeting: you first need to know how much you need to invest of your own money and how you can minimize it.
  - a) the sales plan: for a certain amount of expenses, how much income can you generate with your best sales skills? Is a certain expense worth the effort?
  - b) gross margin: How much profit will you have in the end? What if you have disappointing results? Will the end profit that you make be worth the effort? Or do you not need profit and is the main goal only Branding?
- 2) Assortment Planning: ensure that customers get products that personally fit them. Care about the details: What will be the color, size, materials, brand of your product? These things have to be specified.

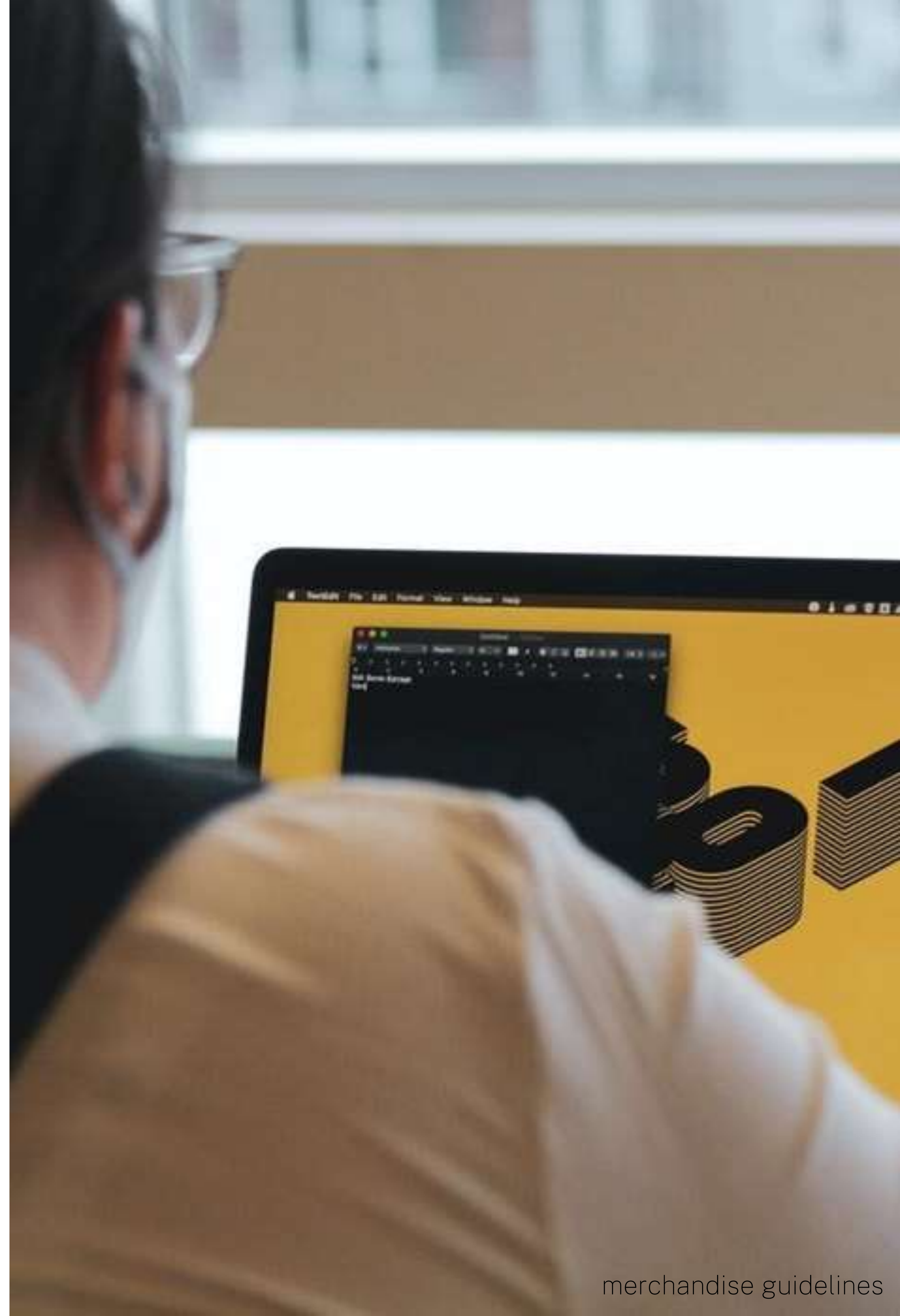




# How #3: Prototype design.

It is a low-risk way to first design a prototype and test potential buyers' interest. Ask your friends and family if they would like to buy the product that you designed. You can make the designs in the way you want. You can include the IAAS World logo or the IAAS logo from your own country. Ideally, you have basic online designing skills (or you know somebody who has). Do not forget to take into account the specific needs of the future producers of your product to be able to turn your design into a real product.

**Note:** We have a business account on the online design platform 'Canva' with IAAS. You can join it with your official IAAS email address (as an ND, NT or NExCo...). You need a link from the Vice-President of Communication (vpcommunication@iaasworld.org, currently Festus) in order to join the IAAS Canva group, if you did not do yet.





# How #4: Producing.

When you have a good design, you can start searching for the manufacturer that is right for your needs. After doing your research on which manufacturers may be best for you, start narrowing down your list by comparing prices, timelines, and production processes. Be sure to detail all specifications of your product (like size, colors, and components) on a specification sheet that you will provide to your manufacturer.





# How #5: Selling and Promotion.

A solid promotional plan is crucial to how successful you become at actually selling your wares. Take a closer look at promotion and break it down into three goals: **understanding the target market (you should already have done this at the beginning), determining where to sell, and actual promotion for your product.** Additionally, you need to decide about the selling price.





# Calculating your costs, selling price and profit

Planning your finances can make the difference between a successful, scalable business and getting caught completely off-guard by unexpected expenses or too low profit margins. Determine your final pricing model so you can make the most profit while selling at expected market prices.

**Break Even Point:** Using your profits and loss sheet (budget), determine how much you'll need to sell before you can break even (Income = Expenses), possibly including the fixed costs of your committee (like the annual Membership Fee) too. Is this a reasonable number? How long do you think it will take to achieve that goal?

Here are some tips for determining the price of your product :

1. Calculate the total production cost at various order volumes (total production costs = making + materials + shipping + packaging cost )
2. Calculate profitable pricing. Now that you know all of the costs, what is it going to take to be profitable?



One of the most simple ways to price your product is called **cost-plus pricing**. Cost-based pricing involves calculating the total costs it takes to make your product, then adding a percentage markup (like %50 of the costs) to determine the final price.



# Determine where to sell your products

Deciding where to sell your products is one of the hardest decisions you'll have to make. Without customers, you cannot sell your products. So, where can you find customers that align with your definition of an ideal buyer? There are three main ways to sell products: Online, Local Shops and Craft Fairs/ Markets.



## Online

One of the main benefits of selling products online is the potential for reaching the greatest number of potential customers. Whatever path you take to sell online, you'll need high-quality images of your products and well-written descriptions that attract buyers. You'll also need to consider how to process orders. Will you deliver the products? Do people have to come pick up their order? Do people have to pay for delivery? How will you do the delivery?

## Local Shops

Having your products on display in local shops requires selling of a different kind: Directly to the store owner. So, you must research potential stores just like you would when determining individual ideal buyers. Does this store attract your target market? Does it have a product inventory similar to what you offer? How do your products complement the existing inventory while being different from everything else? Do you have a special student store at your campus where your chances are high for example?

## Conventions, Fairs and Markets

Great places to sell artisan goods, because people specifically attend them to find unique products that aren't available elsewhere. In order to sell at these kinds of local markets, there is typically a booth fee that allows you to exhibit your goods. Be sure to bring supplies such as tables, stands, etc. to display your products and signage to create brand awareness.



# Marketing your product (Promotion)

## Describe and photograph the product

One of the first things you will want to do when marketing your product, is writing a description of it. This will be the foundation for much of your consumer communication. Give the details about the product size, materials from which it's made, weight (if applicable) and other features. Also, try to describe what problem you are solving for the customer. Does it help them to do something? Does it bring them joy? Having great images is just as important (if not more so) as a strong sales text. Whether you are selling online or promoting a physical sale via social media, photos are an essential part of your marketing arsenal.

## Communicate with Potential buyers

The range of promotional options is HUGE! You can do anything from emails, postcards and digital ads to social media. Encourage engagement with discounts, gifts with purchase, competitions and prizes (organize a competition and give your merchandise as a prize), samples, etc. But don't get overwhelmed by all the paths you can take. You cannot do everything! Instead, focus on one or two techniques and really go as far as you can with them.

## Use important dates in marketing messages

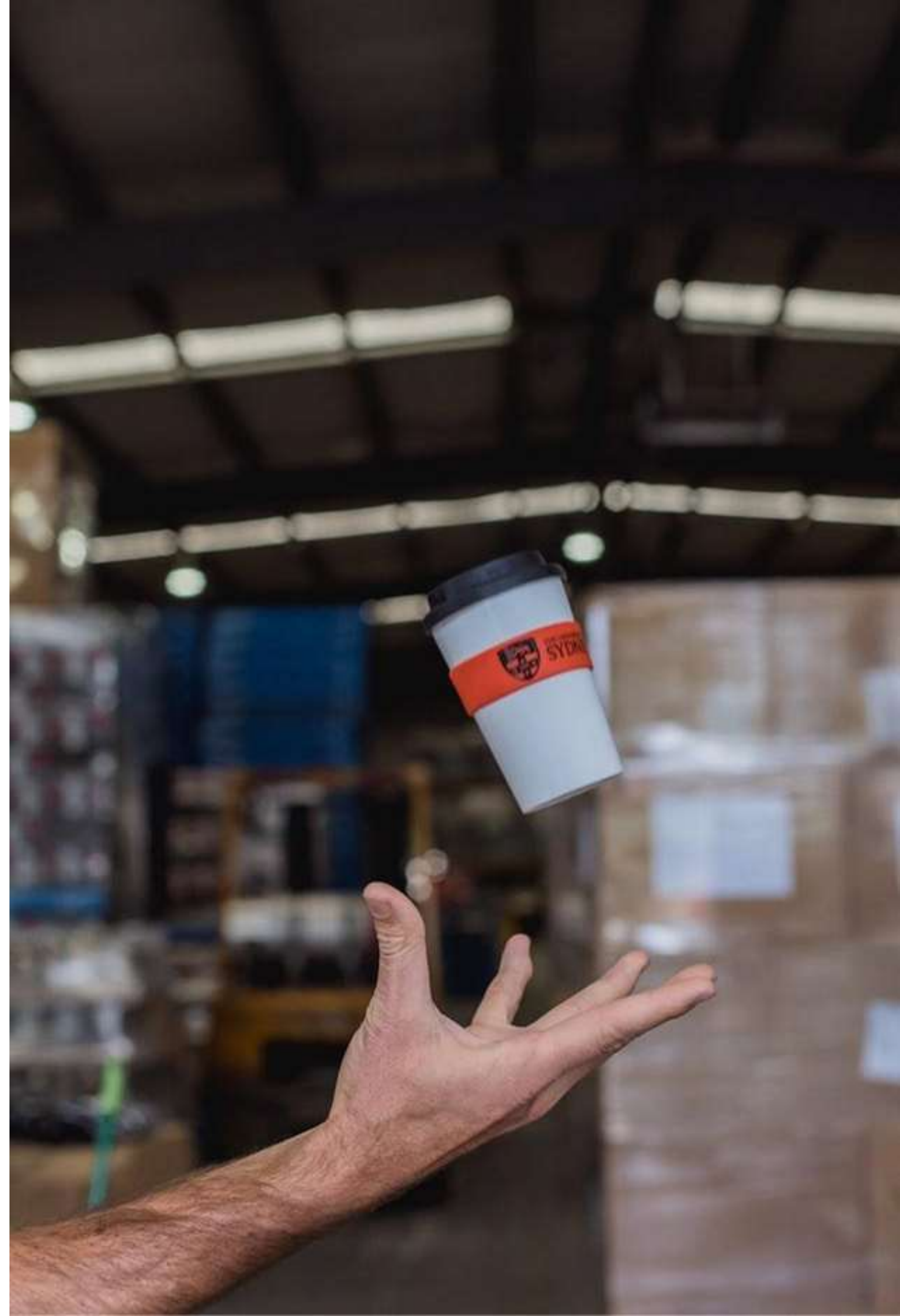
One way to create a sense of urgency and give customers a reason to buy 'NOW!' is by strategically using special dates in your marketing messages. Around Christmas, for example, it is common to see special discounts for Cyber Monday. However, you can build in specials or sales anytime during the year. For example the beginning or ending of a semester, a General Assembly (GA) and other activities can be good for IAAS purposes.



# IAAS merchandise 101

Designing special merchandise like T-shirts, notebooks, pin-buttons, refillable bottles and bags with attractive layout design can provide easy funds from your members. Even better is having a membership card in your national or local committee that gives the right on reductions and other advantages (as an alternative way of promotion).

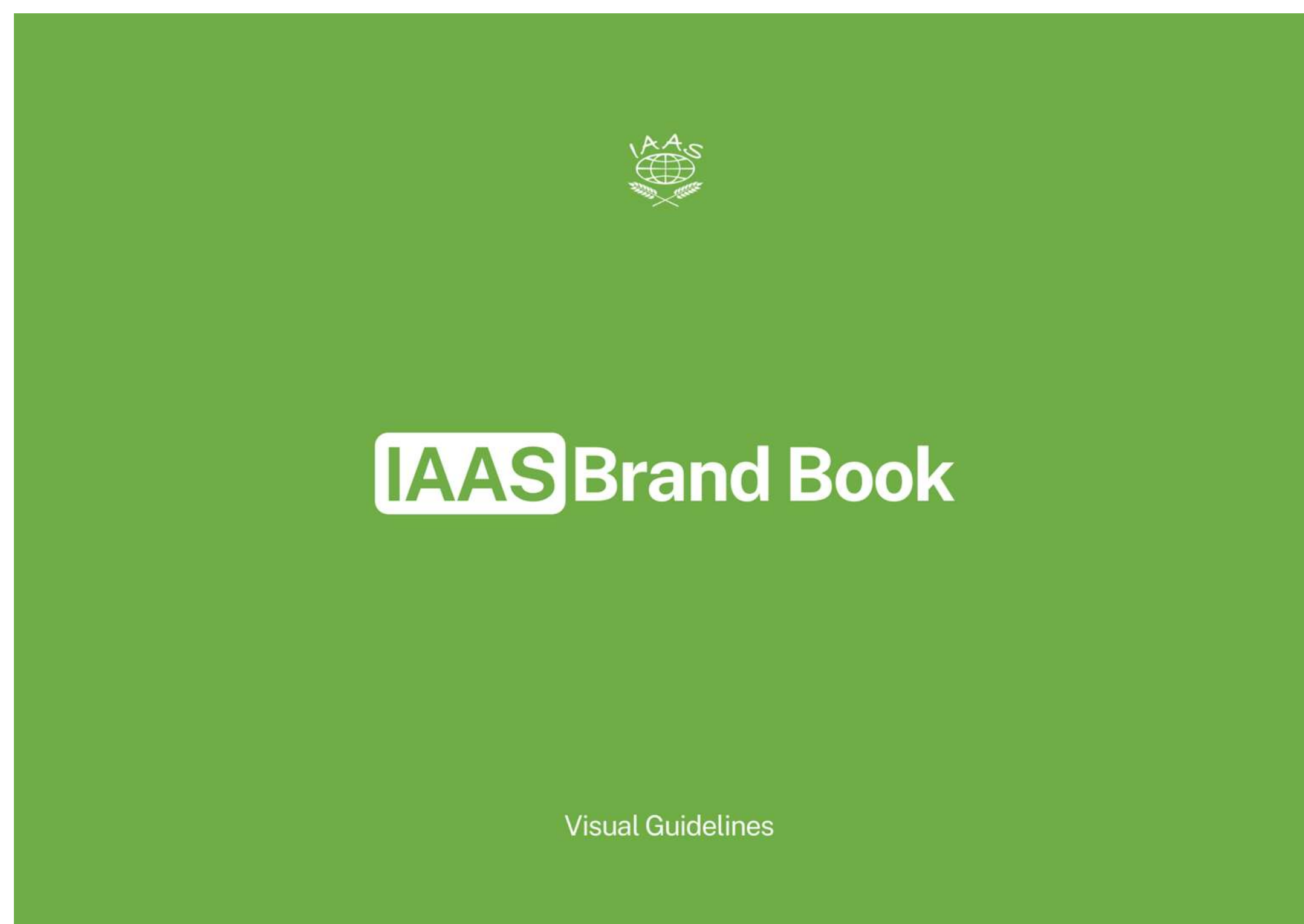
The Finance team under the global Vice-President of Finance Kamiar Torabi conducted a survey (in January 2021) which was distributed to the National Treasurers to forecast demand. From these results, it was found that popular items include: **T-shirt, hoodie, jacket; mug; and gardening/ agriculture tools.** It was also noted that there was the desire to have merchandise items that are in line with our values, like using organically grown cotton, which we highly support.





# Brand guidelines

The basics for creating visuals in products should be taken from the following "[IAAS Brand Guidelines](#)" developed by the IAAS World Communications and Marketing team. You can contact the communication and marketing team ([vpcommunication@iaasworld.org](mailto:vpcommunication@iaasworld.org)) to consult and to discuss the products that you will prepare for your project. They can give you a lot of valuable advice about designing and marketing strategies.





# Design and prototype examples.

To end this guideline, we provide you with some example prototype designs that you can use as inspiration or just to copy for your own merchandising campaign in your national/local committee [Note: In this case, the prototype designs with the logo 'Proud to be an IAASer' are meant for IAAS members. Feel free to come up with other things and change your target market]. Once again, we recommend you to use environmentally friendly materials in your products and that you try to find other relations with your fields of study! If you have partners and sponsors, try to involve them as well. It would benefit all of you.

Check the next page for some examples of the merchandise you can offer :

















# Agriculture and any gardening products.

What would be better for an agricultural organization? The little cactus plants at the bottom are a real life example from IAAS Bangladesh. They simply had (transparent) stickers with the IAAS-logo and pasted them on the little flower pots of the cactuses, and there you have the merchandise product! It can be good, but so simple!

The photo at the upper right is a very smart product [Note: the photo does not have the IAAS-logo, in real life of course we put our own logo]: A big problem is waste of single use plastic or paper cups (from Starbucks for example). You, with your team, can save these cups when used and grow plants in it. Wrap it in a cover with the IAAS-logo, and again, you have a merchandising product!



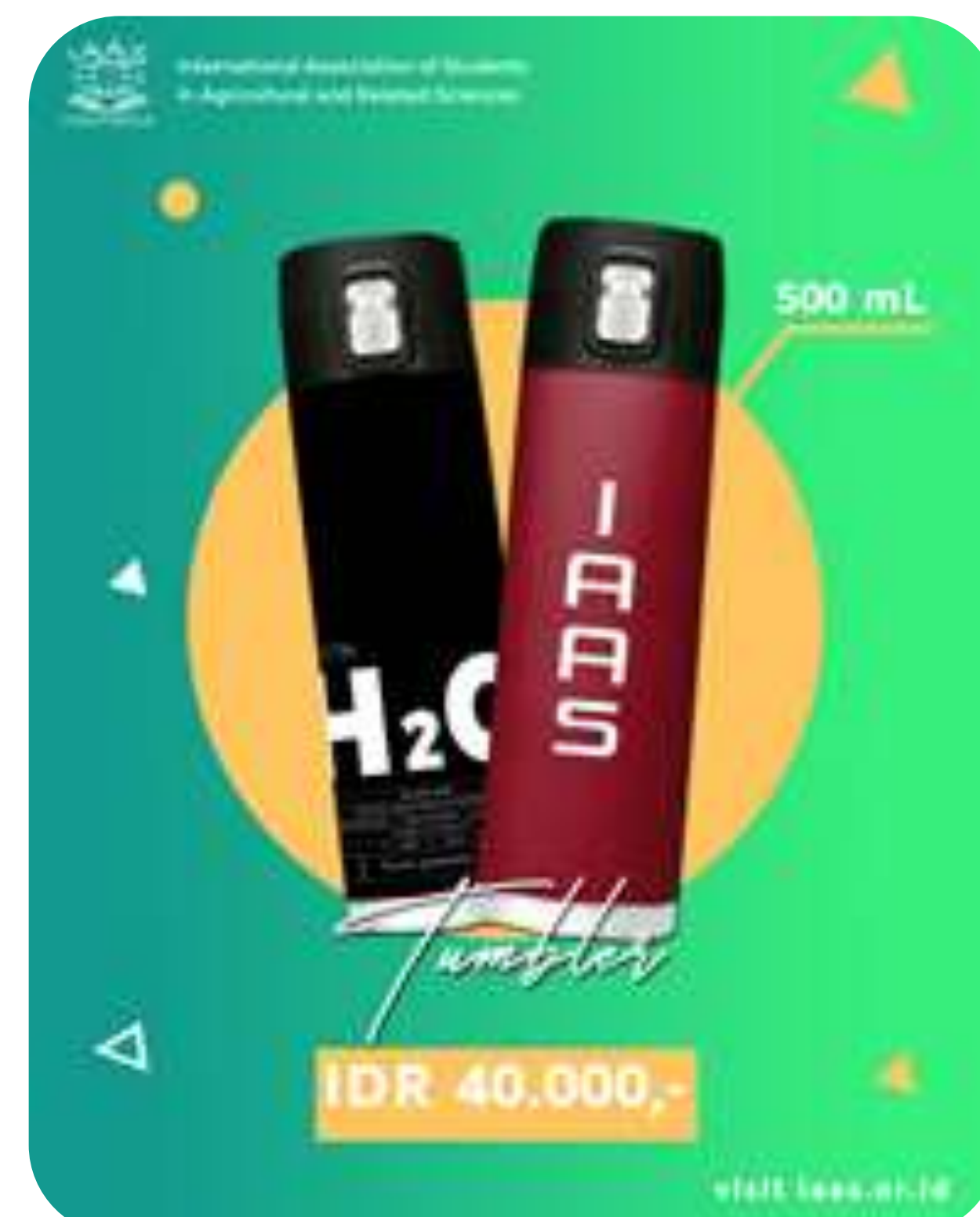


# Recapitulation example from IAAS Indonesia.

RECAPITULATIONS MERCHANDISE ITEMS INDONESIA 2019									
VICE DIRECTOR OF FINANCE TEAM									
NO.	NAME	ITEM	SIZE	COLOR	QUANTITY	Local Committtee	ADDRESS	PAYMENT	DISCOUNT
1	Alifangga Wijaya	Jacket	XL		1	UNUD	Rumah Kos DeNays kamar no. 8, Jl. Blk	DONE	
2	Siska Agustina Pertiwi	Tumbler		BLACK	1	UNEJ	Jl. Bangka IV No.33, Sumber Sari, Jemb	DONE	
3	Siska Agustina Pertiwi	IAASirang	M		1	UNEJ	Jl. Bangka IV No.33, Sumber Sari, Jemb	DONE	
4	Dewa Putu Adhi Nugraha Anor	Tumbler		BLACK	1	UNS	Perum Grand Residence, Jalan Altern	DONE	
5	Atifah Yasmin Soetopo	Jacket	XL		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
6	Desri Wulandari	Jacket	M		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
7	Maki Iukmanul Hakim	Jacket	M		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
8	Wahidatussholm	Jacket	XL		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
9	Aqilah	Jacket	L		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
10	Aisyah Novianti	Jacket	M		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
11	Alissa Optrunnada	Jacket	XL		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
12	Fetty Nurcahyati	Jacket	M		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	27200
13	Aviscenna Syahidatunnachman	Jacket	M		2	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	
14	Aviscenna Syahidatunnachman	Jacket	L		1	UMY	Jalan Raya Bantul KM 7,5 Kranti RT 55	BELUM	
15	Langlang melany	Baseball cap		Navy	1	UB	Jl Raya candi 2 gg nusa indah no 507, k	DONE	6800
16	Nabilah Strata Ilma	Jacket	S		1	UNEJ	Cluster Tidar Asri Blok D4	DONE	
17	Dani a novita adila putri	Baseball cap		Maroon	1	UB	Jln. Kertoleksono no. 2A Rt/Rw 07/08,	DONE	
18	Febrina Ika putri	Tumbler		Red	1	UB	Jl. Sigura-gura V kavling 15, ketawang	DONE	



# Merchandise by IAAS Indonesia.





# IAAS T-Shirt by IAAS Belgium





# Acknowledgement

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