



# California State Parks Store

Co-op Retail in the Parks  
Best Practices,  
Best Profits with an  
Interpretive Message



**PRIDE**  
INDUSTRIES



# California State Parks Store

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# California State Parks Store

## PRIDE Industries

- Concessionaire for the California State Parks Store
- Mission: To create jobs for people with disabilities while providing high quality, high value outsourcing solutions.
- Since 1966
- 9 states and Washington D.C.





# California State Parks Store

## Best Retail Practices

- Product Choices
- Vendor Choices
- Inventory Control
- Pricing
- Creative Retailing
- E-Commerce





# California State Parks Store

## Product Choices

- Know your customer
- Interpretive message
- Logo choices
- What sells well at other locations
- Profit
- Minimum orders





# California State Parks Store

## Product Choices (continued)

- Know Your Customer

What are they looking for?

Talk to them!

Review past sales





# California State Parks Store

## Product Choices (continued)

- Evaluate Your Interpretive Message

Can the product adequately display your interpretive message?

Who owns the artwork?





# California State Parks Store

## Product Choices (continued)

- Logo Choices

Embroidery  
Screen Printing  
Laser Etching







# California State Parks Store

## Product Choices (continued)

- Profit
- Minimum Orders





# California State Parks Store

## Choosing a Vendor

- Vendor types
  - Manufacturer
  - Authorized Distributor
    - ASI
    - Sage
    - PPAI
  - Re-seller





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## Choosing a Vendor (continued)

- Samples
  - Spec samples
  - Generic Samples
- Vendor References





# California State Parks Store

## Inventory Control

- Determine Inventory allowances
- Calculate stock turnover rate

$$\frac{\text{Average Units Sold}}{\text{Inventory on Hand}}$$





# California State Parks Store

## Inventory Control (continued)

- Inventory Alternatives
  - Items on Consignment
    - Artwork





# California State Parks Store

## Pricing

- Cost
- Perceived value
- Suggested retail
- Shipping charges
- Profit





# California State Parks Store

## Creative Retailing

- Consigned Sales – Local Artwork
- Register Coupons
- Reverse Consignment
  - Encourage local vendors to carry your products
  - Sell your park specific items on the official California State Parks Store





# California State Parks Store

## Park Specific Products on the Official Parks Store

- Each organization will receive their own web address that will list only their products. Example:  
<http://store.parks.ca.gov/Sierra>
- All items will also be available throughout the categories of our entire online store
- Orders are processed online and shipping instructions are emailed to organization.
- Organization ships items to customer using our FedEx account.
- State Parks Store will issue a monthly payment to the park organization for products purchased from the store





# California State Parks Store



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## Benefits to listing your Park Specific Products

- Continuity with official State Parks page
- Level 1 Payment Card Industry compliance
- Toll free customer care
- 10,000 unique visitors per month
- 45,000 visits per month
- Your park can be included in rolling park image on home page
- Our marketing budget includes print advertising in publications like AAA's Via Magazine and online ads on Google



# California State Parks Store

## E-Commerce

- Internet traffic from information pages
- Setting up your own web store





# California State Parks Store

## New Ideas

- 12 – 18 month Calendar
- Volunteer Name Badges and hats
- Park Specific Apparel  
volunteer uniforms  
t-shirts  
polo shirts
- Recycled and Renewable products





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