

## INITIATIVE #1 MERCHANDISING EVENT



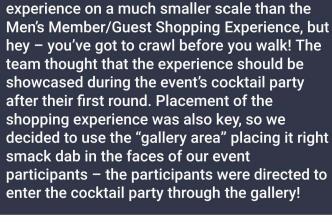
## Ladies' Member/Guest Shopping Experience

**OUR GOALS:** 

- Enchance the ladies' member/quest experience
- · Market the Mayva K Collection, a new handbag vendor
- Gauge interest in Cabana Life dresses to see if the line would be a good fit for the golf shop

## **OUR RESULTS:**

- •This was the best Ladies' Member/Guest EVER! Everything was top notch!!
- •Event sales, combined with residual sales (less member 20% discount) during the next two weeks resulted in a gross margin for Mayva K Collection at 40.6% not bad for a new and unknown product that's only been in the golf shop for 3 months!



representative also carries Cabana Life - a line

Featuring only these two lines would exhibit an

we were also considering introducing into the

shop. Voila! The perfect matches for our

Ladies' Shopping Experience!





