

4.1. Product Marketing

The Store sells mass marketed sporting goods and fitness apparel that is trendy, in demand, and competitively priced. Merchandising, cross-selling and up-selling will be used to encourage customers to complete purchases and even increase their orders.

Merchandising

Both the store and web site use the same merchandising presentation. Sporting goods and fitness apparel are grouped by activity, such as golfing, exercise equipment or team sports to show how they work together. Photographs of people enjoying each activity are positioned alongside the merchandise. Salespeople are trained to promote the products by their attributes as well as by brand and price. Expert merchandising increases conversion rates and order amount.

Cross-Selling

A natural extension of this merchandising approach is cross-selling. Products are grouped together so that related items are visible while the shopper is browsing. Suggestions of what products to buy together can come from a salesperson or display materials, either hard copy in the store or digital online. This personalizes the buying experience, with the customer learning more about product usage and feeling that all his needs have been anticipated and met. Not only does cross-selling add additional items to the shopping cart and increase total order, it also enhances customer satisfaction.

Up-Selling

Up-selling is the offer of a product that is an upgrade to what the customer is considering buying. Competing products that vary in price and features are arranged together for easy comparison. Charts in the store or online illustrate features and prices of the range of products. Display materials that quote professionals on improved performance and satisfaction with upgraded products help the customer make a buying decision. Online, up-sells are placed on the initial product display page, and later during the checkout process for last minute impulse shoppers. Salespeople that personalize up-selling further enhance customer service and increase total order amount.

4.2. Pricing

One component of The Store's brand image is low price. Although The Store may not always be the lowest cost option in the market, it is always competitively priced and seeks to give its customers good value for their dollar. This is especially important at the online store. Internet customers comparison-shop before purchase to locate the lowest total cost-product price plus shipping and tax. [Sucharita Mulguru, Forrester Research principal analyst](#), sums it up by saying, "The casual shopper goes online to look for the best price, leveraging the transparency of the Internet to save money."

The online store can offer low prices because of high sales volume and gross margins in this channel. The addition of the online store has also improved pricing at the physical store, which has been able to lower its prices as a result of growing Internet sales. Physical store prices are now only slightly higher than the lowest-priced, brick-and-mortar store competition. The Store as a company has been able to strengthen its brand image as a low price option in both channels because of this spillover effect from the online store to the physical store.