

## **Newtown Twinning Association Policies and Procedures:**

- Personal and Corporate Membership
- Education and Young people
- Marketing and Sales
- Visits
- Privacy
- Health and Safety

## **Marketing and Sales policy**

### **Aims and Objectives:**

One of the aims of Newtown Twinning Association is to support local small businesses and to develop partnerships with local business through our corporate membership policy. Two of the Associations objectives are to help promote and sell products for local small business through public events in Newtown and Les Herbiers and through our own website and our social media pages via facebook and Instagram. NTA will be required to establish an Event Planning Group (EPG) to plan and prepare for any future sales and marketing event in the future. The EPG are required to update NTA main committee and receive approval from NTA.

### **Events and opportunities:**

Currently NTA have a number of annual event opportunities to promote and sell products on behalf of local small businesses both at events in Newtown and in Les Herbiers. We also have the opportunity of promoting sales through our website and social media. Opportunities for sales and marketing in Newtown and Les Herbiers can be linked to Food and Craft fairs, Musical events, Arts events, Sporting events and community events.

### **Product Locality and Sourcing:**

The EPG has the responsibility to support local businesses. The EPG should aim to promote and sell products at our organised events obtained from producers and retailers in the local Newtown area whenever possible. The EPG are required to negotiate with Producers or Retailers to obtain a favourable wholesale price for the products in question. When specific products are not available locally we should consider selling products from our wider region i.e. Montgomeryshire, Mid Wales and the borders.

### **Product Duplication:**

The EPG should avoid duplication of similar products at sales events unless there is a clear difference in quality, price and style of product.

Consideration should also be given to the nature of the customer base and the potential popularity of the products at the specific event in question. For example Bara Brith and Welsh Cakes are always popular products at Jum Regal events in Les Herbiers and Newtown and always sell out!

### **Pricing Strategy and NTA profit:**

The EPG should aim to promote and sell products on behalf of local producers and retailers and also aim to make profit to fund the NTA's non profit making community based activities.

It is in the interest of the EPG to negotiate the best possible wholesale price with the supplier based on a sale or return policy wherever possible. In some instances it may not be possible to negotiate a sale or return agreement and in these situations the EPG must decide if it is in the interest of NTA to purchase the products at wholesale in full prior to the event.

The wholesale price negotiated with businesses will depend on a number of factors. If for example we are selling large quantities of relatively low cost products which are very popular such as Bara Brith and Welsh Cakes then we would hope for a greater % discount off the retail shop price.

A clear record must be kept of all issues discussed and negotiated:

- Wholesale prices
- Quantities

- Product weight
- Advertising literature such as posters, flyers and point of sales display should be recorded on a spreadsheet
- All sales records of the event in question
- In-house pricing exercises prior to the sales event and for the purpose of calculating sales figures, profits and monies owing to the supply business.

The number of people involved with negotiations and the pricing strategy group dealing directly with businesses should ideally be an optimum of no more 3 people.

### **Sales controls and planning the event:**

When planning the event The EPG should undertake the following essential exercises well in advance of the sales event:

- Undertake a product pricing exercise which should include currency conversions.
- Construct a full spreadsheet containing product sales listing with quantities etc (See spreadsheet template)
- Develop a clear strategy to address product promotion and point of sales materials used, including table presentation, staff uniform or clothing and event space and layout.
- It is very important that sales personnel receive their Cash floats for the event well in advance.
- To reduce the pressure at the point of sale it is important that each sales point limits the maximum no of products per sales point to 3 only and have at least two people required managing the sales point allowing for rest time and breaks. This requirement also allows time for each of the sales staff to properly engage with customers. This guide will also control the total number of products sold at each event and is ultimately determined by staffing numbers available.
- The Selection of suppliers and type of products sold i.e. the product focus at each event should be the responsibility of the EPG.
- Each event will be considered independently and should be the responsibility of the EPG.

- One member of the EPG should be responsible for keeping the event spreadsheet record (please refer to the spreadsheet template)

**Consideration given to corporate partnerships:**

NTA Membership policy is to develop corporate partnerships with small business in the town and locality. We have a number of small businesses who as a result of the work we do for and on their behalf support us in different ways such as corporate sponsorship / membership, hosting Erasmus and some businesses support us in gratuities.

It is important that we endeavour to continue to support these partnership businesses whenever possible at our sales events in Newtown and Les Herbiers.