



Meet the Buyers

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Merchandising Officer

Tips for Promoting Your Products

- **Quality**
Quality of goods must be to a high standard
- **Originality**
What is the Unique Selling Point of your product?
- **Appropriateness**
Goods must reflect the National Park message

Tips for Promoting Your Products

- **Price**
Consider a price that is affordable to the customer but still including the commission
- **Point of Sale Material**
Point of sale material is required to inform the visitor that the product is locally made

Identifies what the customer wants or feels inspired to buy

Tips for Promoting Your Products

- Packaging

Please keep plastic packaging to a minimum
Use recyclable card and paper



Tips for Promoting Your Products

- **Environmentally Friendly**

Where possible, when sourcing materials, consideration is to be made of the impact on the environment.

Our Vision

Working together for the Peak District National Park

- a special environment
- a welcoming place at the heart of the nation
- vibrant communities and a thriving economy