

When To Outsource Your Branded Merchandise Function

Is It Time To Outsource?

Expanding your marketing efforts should not overwhelm your core mission. So sometimes it's best to hire experts who can take ownership of these initiatives to help you.



When to make the switch? There is no one-size-fits-all answer. But if you're ready to invest in your company's growth, then

you're ready to trust a professional services company to take your branded merchandise program to the next level. Economically and operationally, the decision makes sense.

Some leaders struggle with the decision to outsource because it may seem like a loss of control. But it's actually just the opposite. Outsourcing can give you the ability to harness the growth and more tightly track and manage the most meaningful aspects.

In fact, worldwide, outsourcing branded merchandise is becoming more popular, and there are four reasons why:

Free Up Time To Focus On Your Core Competencies

Your focus is on the perfecting your concept and expanding the franchise community. Delegate the merchandise logistics to a company's whose core business IS the innovation and execution of branded merchandise. To you it is a distraction; to them it is what they do.

You can also view this as an opportunity to split the tasks between your company and a merchandise company. For example, your company can lead the strategic planning, marketing and some aspects

of the product development. And your outsourced partner can manage the all-consuming details of the day-to-day details. This collaborative approach gives both partners an equal share of responsibility and accountability while divvying up tasks that make sense.

You Can Quickly Learn From Those In The Know

One advantage of outsourcing your branded merchandise program is to learn about the function quickly from those who've been there before. Use this opportunity to ask a lot of questions of your branded merchandise partner. Learn from your partner's experience and how their successes and failures have aided in their decision-making today. Build your organization's intellectual capital.



Leverage Another Company's Resources

Outsourcing gives you access to a whole new community of experts. For instance, branded merchandise experts often have a global footprint with new relationships to sourcing, storage and shipping all over the world. By tapping into this wide geographic community, you will save money and time on manufacturing and logistics. This can help you avoid major investments in obtaining warehouses or equipment, systems and labor.

Partners Can Help You Mine The Data

Collecting, analyzing and offering up relevant insights from the data gathered from your branded merchandise program is a vital job — and it's best given to experts who do this every day for many other clients, using the latest technologies.



Successful branded merchandise analysts know the patterns and the pitfalls in your data. They also can move fast. And when it comes to initiating new analysis and then iterating on findings, you'll want to rely on experts to manage this efficiently.

What can your branded merchandise data tell you? Experts can analyze this data to tell you what's driving your sales; which promotional displays are used and working; which locations are fully engaged in using promotional materials; and the cadence of communications between your headquarters and your field employees.

Will Outsourcing Cost More?

It's a natural question. And the answer may surprise you. Depending on the size of your operation and the amount of promotional items, you will most likely enjoy initial costs savings from outsourcing. And over time, you can save even more. That's because your investment will create efficiencies and assist your company in making solid business decisions which will provide ongoing value year after year.



What's the cost of your alternative? It's the cost to hire more people, and this can be very expensive.

Also, keep in mind that an outsourced partner will most likely provide less expensive services due to economies of scale in the areas of technology, equipment, products, shipping rates, and personnel.

Also outsourcing creates the possibilities of rebates, commissions or contribution to the national brand fund.

Summary

Outsourcing is a popular decision and is accompanied by several benefits, which include: (1) the ability to rely on specialized counsel at a critical time in the business journey — especially as it relates to technology, (2) the ability to tap into a partner's network of resources, (3) the opportunity for company leadership to shift its focus back to the company's core competencies, and (4) initial and ongoing cost and time-savings.



Is this the right time for you to outsource? We'd be happy to talk to you about this. Please reach out to Clayton Kendall's CEO Dan Broudy at 412-798-7120 Ext. 130 and let us help you grow your business by scaling your branded merchandise programs.

