



U N I V E R S I T Y O F  
**SOUTH CAROLINA**

AMENDMENT NO. 2 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFP-2398-CJ

**PROVIDE OFFICIAL ONLINE MERCHANDISE STORE FOR THE USC  
ATHLETICS DEPARTMENT**

DATE: May 1, 2013

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This Amendment **No.2** modifies the Requests for Proposals only in the manner and to the extent as stated herein.

Vendor Questions and Answers

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BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 2** IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name of Offeror

\_\_\_\_\_  
Date

## **The following questions were received from Vendor A:**

1. **Question:** Can the proposal be hand delivered to the physical address on the proposal or does it have to be mailed?

**Answer:** Proposals in sealed envelopes/packageing can either be hand delivered by offeror, mailed via US Postal Service, or delivered by courier to the physical address shown on the Cover Page of the solicitation, as long as the proposals (offers) are received by the University of South Carolina Purchasing Department prior to the Opening Date/Time for the solicitation shown on the Cover Page of the solicitation or changed in an amendment to the solicitation whichever is later.

2. **Question:** Will current online marketing/advertising at Gamecocksonline.com continue as is for the winning bidder? (i.e. product ads and special promotions for official store)

**Answer:** Yes

## **The following questions were received from Vendor B:**

1. **Question:** Is the list of USC Licensees located at <http://www.trademarks.sc.edu/licensees.shtml> the most up to date list available? If not, could you provide a link for the most up to date list?

**Answer:** <http://trademarks.sc.edu/licensees.shtml>

2. **Question:** We understand that the opportunity to present a proposal for onsite merchandising is not currently available, however, is it possible to let us know when that option may become available?

**Answer:** April 2021

3. **Question:** Are there any 3<sup>rd</sup>-party systems from preferred vendors/auctions that we will need to integrate with?

**Answer: No**

4. **Question:** Can you please provide us with the following information for the last 3 years?

- <http://www.gamecocksonline.com/> Page Views
- <http://www.gamecocksonline.com/> Monthly Uniques
- Store total page views
- Store total monthly uniques
- Store gross revenue
- # of store orders
- Store conversion %
- Store average order value

**Answer: Provided in attached spreadsheets to this amendment.**

5. **Question:** Will links from <http://www.gamecocksonline.com/> for merchandise be exclusive for the proposed online athletic's store, or will there be competing advertisement/mention from the book store/other?

**Answer: All advertisements are exclusive to contractor.**

### **The following questions were received from Vendor C:**

1. **Question:** Can you please provide the past 5 years online sales history, inclusive of monthly sales, unique visitors, average order & conversion %.

- These sales numbers should be NET, exclusive of taxes, shipping, returns & cancellations.
- Can you also please provide total order count
- Can you provide historical average product inventory counts by year

**Answer: Provided in attached spreadsheets to this amendment.**

2. **Question:** Can you please provide annual visits to the University of South Carolina OAS?

**Answer:** **Provided in attached spreadsheets to this amendment.**

3. **Question:** Can you please breakdown online store traffic by channel: OAS, email, search, etc.

**Answer:** **That information is not available**

4. **Question:** How long does CBS (CSTV) have rights to the OAS?

**Answer:** **July 2014**

5. **Question:** Will the new vendor have access to historical customer data?  
• If yes, how many customers?

**Answer:** **Yes, refer to attached spreadsheets to this amendment.**

6. **Question:** What is the desired launch date of the store site?

**Answer:** **July 1, 2013**

7. **Question:** In the Scope of Work, Section A, #17 you request “Two-day (excluding weekends and holidays) fulfillment on all orders”. Does this mean fulfillment and shipped out within 2 days, or delivered to the customer within 2 days?

**Answer:** **Fulfillment and shipped out within two (2) days**

8. **Question:** In section B.3 & B.4 on page 13, you request a list of all clients comparable to the University of South Carolina, and all partners that have shown revenue growth. We have many partners, how many are sufficient for each section?

**Answer:** **Five (5)**

9. **Question:** Is an email copy of our response to the attention of Charles Johnson satisfactory for the (one) electronic copy?

**Answer:** No. The electronic copy of offeror's proposal must be on compact disk (CD) in one of the following formats: CD-R; DVD ROM; DVD-R; or DVD+R Formats such as CD-RW, DVD-RAM, DVD-RW, DVD-+RW, or DVIX are not acceptable and will result in the Offeror's proposal being rejected.

Every CD must be labeled with offeror's name, solicitation number, and specify whether contents address technical proposal or business proposal. If multiple CD sets are provided, each CD in the set must be appropriately identified as to its relationship to the set, e.g., 1 of 2. Each CD must be identical to the original hard copy. File format shall be MS Word 97 or later.

The electronic copy of offeror's proposal on compact disk must be included with proposal submitted by offeror..

	A	B	C	D	E	F	G	H	I	J	K	
1												
2												
3												
4		<b>GROSS ORDERS</b>										
5			<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>				
6		JAN	218	144	228	143	434	236				
7		FEB	224	289	243	181	215	162				
8		MAR	246	251	246	234	294	221				
9		APR	314	217	312	221	265					
10		MAY	228	251	287	283	260					
11		JUNE	242	211	2,253	1,557	442					
12		JULY	283	216	2,235	1,545	293					
13		AUG	816	438	478	741	477					
14		SEPT	505	666	638	624	374					
15		OCT	388	479	1,037	337	477					
16		NOV	367	750	1,225	430	474					
17		DEC	813	1,125	1,060	857	617					
18		<b>TOTALS</b>	4644	5037	10242	7153	4622	619				
19												
20												
21		<b>USER SESSIONS</b>										
22			<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>				
23		JAN	5,482	9,210	10,788	10,944	22,912	19,538				
24		FEB	6,047	11,420	7,869	9,350	12,637	13,515				
25		MAR	6,233	11,384	7,401	11,784	14,328	16,826				
26		APR	7,104	7,454	10,274	11,406	13,974					
27		MAY	5,131	8,089	7,597	12,630	15,052					
28		JUNE	5,130	6,999	23,759	42,715	33,206					

	A	B	C	D	E	F	G	H	I	J	K
29		JULY	6,991	8,284	14,983	28,398	16,078				
30		AUG	17,421	15,333	20,285	22,301	25,437				
31		SEPT	12,420	26,248	29,775	33,932	28,838				
32		OCT	10,503	24,154	37,470	20,434	33,690				
33		NOV	9,732	21,098	49,219	25,565	26,620				
34		DEC	9,409	19,005	29,950	21,800	23,023				
35		<b>TOTALS</b>	101,603	168,678	249,370	251,259	265,795	49,879			
36											
37											
38		<b>CONVERSION %</b>									
39			<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>			
40		JAN	3.98%	1.56%	2.11%	1.31%	1.89%	1.21%			
41		FEB	3.70%	2.53%	3.09%	1.94%	1.70%	1.20%			
42		MAR	3.95%	2.20%	3.32%	1.99%	2.05%	1.31%			
43		APR	4.42%	2.91%	3.04%	1.94%	1.90%				
44		MAY	4.44%	3.10%	3.78%	2.24%	1.73%				
45		JUNE	4.72%	3.01%	9.48%	3.65%	1.33%				
46		JULY	4.05%	2.61%	14.92%	5.44%	1.82%				
47		AUG	4.68%	2.86%	2.36%	3.32%	1.88%				
48		SEPT	4.07%	2.54%	2.14%	1.84%	1.30%				
49		OCT	3.69%	1.98%	2.77%	1.65%	1.42%				
50		NOV	3.77%	3.55%	2.49%	1.68%	1.78%				
51		DEC	8.64%	5.92%	3.54%	3.93%	2.68%				
52		<b>TOTALS</b>	4.57%	2.99%	4.11%	2.85%	1.74%	1.24%			

	L	M	N	O	P	Q	R	S
1								
2								
3								
4	<b>NET SALES (Sales tax, shipping, cancellations, returns factored out - shipped product totals only)</b>							
5		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	
6	JAN	\$8,441.19	\$4,359.66	\$5,788.86	\$4,657.47	\$13,992.33	\$8,674.55	
7	FEB	\$5,975.73	\$8,087.17	\$8,572.29	\$4,871.85	\$6,000.56	\$5,940.69	
8	MAR	\$6,029.87	\$7,211.64	\$8,108.68	\$8,219.35	\$8,133.63	\$8,248.27	
9	APR	\$8,257.19	\$6,623.65	\$8,123.30	\$6,697.10	\$5,305.96		
10	MAY	\$8,067.03	\$8,170.37	\$8,924.99	\$9,085.76	\$8,487.66		
11	JUNE	\$7,496.04	\$8,168.07	\$19,019.99	\$16,900.12	\$10,128.96		
12	JULY	\$10,424.01	\$8,130.12	\$144,068.59	\$97,695.41	\$10,034.88		
13	AUG	\$31,639.71	\$17,035.21	\$16,229.22	\$43,515.44	\$12,338.49		
14	SEPT	\$27,786.60	\$25,132.89	\$21,517.62	\$22,566.84	\$9,553.88		
15	OCT	\$19,538.99	\$20,904.70	\$33,305.81	\$14,600.85	\$13,958.74		
16	NOV	\$11,253.03	\$19,064.65	\$35,874.50	\$10,544.39	\$14,926.21		
17	DEC	\$34,535.74	\$52,352.02	\$42,932.59	\$27,140.92	\$20,607.41		
18	<b>TOTALS</b>	<b>\$179,445.13</b>	<b>\$185,240.15</b>	<b>\$352,466.44</b>	<b>\$266,495.50</b>	<b>\$133,468.71</b>	<b>\$22,863.51</b>	
19								
20								
21	<b>SETTLED COUNT</b>							
22		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	
23	JAN	347	120	221	241	534	282	
24	FEB	208	246	247	133	161	163	
25	MAR	237	240	243	301	314	215	
26	APR	338	200	284	245	207		
27	MAY	259	253	297	288	317		
28	JUNE	241	274	598	451	375		



	L	M	N	O	P	Q	R	S
29	JULY	296	191	3,713	2,300	326		
30	AUG	608	345	494	921	294		
31	SEPT	685	699	748	472	319		
32	OCT	416	511	941	501	597		
33	NOV	289	459	975	330	579		
34	DEC	901	1,442	1,340	877	749		
35	<b>TOTALS</b>	<b>4825</b>	<b>4980</b>	<b>10101</b>	<b>7060</b>	<b>4772</b>	<b>660</b>	
36								
37								
38	<b>AVERAGE ORDER (Net Sales)</b>							
39		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	
40	JAN	\$24.33	\$36.33	\$26.19	\$19.33	\$26.20	\$30.76	
41	FEB	\$28.73	\$32.87	\$34.71	\$36.63	\$37.27	\$36.45	
42	MAR	\$25.44	\$30.05	\$33.37	\$27.31	\$25.90	\$38.36	
43	APR	\$24.43	\$33.12	\$28.60	\$27.34	\$25.63		
44	MAY	\$31.15	\$32.29	\$30.05	\$31.55	\$26.77		
45	JUNE	\$31.10	\$29.81	\$31.81	\$37.47	\$27.01		
46	JULY	\$35.22	\$42.57	\$38.80	\$42.48	\$30.78		
47	AUG	\$52.04	\$49.38	\$32.85	\$47.25	\$41.97		
48	SEPT	\$40.56	\$35.96	\$28.77	\$47.81	\$29.95		
49	OCT	\$46.97	\$40.91	\$35.39	\$29.14	\$23.38		
50	NOV	\$38.94	\$41.54	\$36.79	\$31.95	\$25.78		
51	DEC	\$38.33	\$36.31	\$32.04	\$30.95	\$27.51		
52	<b>TOTALS</b>	<b>\$37.19</b>	<b>\$37.20</b>	<b>\$34.89</b>	<b>\$37.75</b>	<b>\$27.97</b>	<b>\$34.64</b>	

	T	U	V	W	X	Y	Z	AA	AB
1									
2									
3									
4	<b>UNIQUE VISITORS</b>								
5		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>		
6	JAN	5,031	8,145	9,422	9,157	19,204	16,174		
7	FEB	5,441	9,936	6,892	8,115	10,769	11,145		
8	MAR	5,635	9,941	6,524	10,183	12,028	13,525		
9	APR	6,342	6,558	8,929	9,950	11,793			
10	MAY	4,732	7,052	6,770	10,888	12,899			
11	JUNE	4,673	6,107	19,941	33,717	26,807			
12	JULY	6,308	7,214	12,515	22,590	13,034			
13	AUG	15,056	13,292	17,067	18,177	21,032			
14	SEPT	11,356	22,915	25,154	28,071	24,127			
15	OCT	9,505	20,705	30,758	17,769	27,945			
16	NOV	8,905	17,912	38,921	22,292	22,267			
17	DEC	8,368	16,061	24,784	18,664	19,165			
18	<b>TOTALS</b>	91,352	145,838	207,677	209,573	221,070	40,844		
19									
20									
21	<b>GROSS SALES (Sales tax, shipping, cancellations, returns NOT factored out)</b>								
22		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>		
23	JAN	\$9,879.35	\$6,588.42	\$9,176.43	\$7,147.50	\$19,541.21	\$11,972.32		
24	FEB	\$9,535.81	\$11,748.57	\$11,725.29	\$8,647.62	\$10,042.49	\$8,675.73		
25	MAR	\$9,557.69	\$9,675.95	\$10,307.94	\$10,943.74	\$13,047.52	\$12,251.79		
26	APR	\$11,926.20	\$8,439.70	\$12,610.37	\$10,606.93	\$11,507.22			
27	MAY	\$10,180.38	\$10,669.28	\$12,461.40	\$12,745.24	\$11,405.59			
28	JUNE	\$11,617.68	\$9,898.70	\$117,903.78	\$86,641.35	\$18,365.07			

	T	U	V	W	X	Y	Z	AA	AB
29	JULY	\$13,505.54	\$11,760.81	\$91,012.70	\$75,625.07	\$13,034.49			
30	AUG	\$48,245.48	\$24,412.35	\$23,876.14	\$48,673.75	\$25,775.69			
31	SEPT	\$26,377.99	\$30,961.15	\$31,244.36	\$40,310.36	\$19,692.84			
32	OCT	\$22,244.35	\$25,547.15	\$48,001.25	\$16,975.05	\$24,063.37			
33	NOV	\$17,875.18	\$38,142.71	\$63,605.88	\$20,790.18	\$24,381.30			
34	DEC	\$38,722.13	\$52,710.42	\$51,012.90	\$36,956.90	\$32,309.15			
35	<b>TOTALS</b>	\$229,667.78	\$240,555.21	\$482,938.44	\$376,063.69	\$223,165.94	\$32,899.84		
36									
37									
38	<b>ACTIVE PRODUCTS</b>								
39		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>		
40	JAN	484	295	436	390	460	544		
41	FEB	534	329	472	421	511	593		
42	MAR	510	308	477	414	528	586		
43	APR	372	280	460	365	547			
44	MAY	275	265	426	302	543			
45	JUNE	321	315	425	334	580			
46	JULY	447	443	473	384	594			
47	AUG	456	470	445	440	598			
48	SEPT	382	417	410	419	577			
49	OCT	350	330	420	394	575			
50	NOV	367	383	489	396	555			
51	DEC	299	383	400	388	529			
52	<b>TOTALS</b>	399.75	351.5	444.42	387.25	549.75	574.33		

	AC	AD	AE	AF	AG	AH	AI
1							
2							
3							
4	<b>TOTAL PAGE VIEWS</b>						
5		<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
6	JAN	8,098	14,753	17,657	67,304	142,141	118,921
7	FEB	9,126	18,446	13,283	67,307	90,439	88,851
8	MAR	9,034	18,639	12,317	82,034	105,603	106,388
9	APR	10,596	12,070	17,047	79,031	105,138	
10	MAY	8,150	13,517	10,869	79,234	106,191	
11	JUNE	8,078	11,974	34,403	306,294	230,913	
12	JULY	10,642	14,211	22,146	183,395	120,439	
13	AUG	26,503	25,870	130,433	160,433	187,073	
14	SEPT	18,731	43,912	203,776	271,234	209,484	
15	OCT	15,669	41,775	237,356	154,169	246,422	
16	NOV	14,865	40,819	314,680	175,914	189,082	
17	DEC	15,225	37,911	203,312	155,795	161,141	
18	<b>TOTALS</b>	<b>154,717</b>	<b>293,897</b>	<b>1,217,279</b>	<b>1,782,144</b>	<b>1,894,066</b>	
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							

## GAMECOCKSONLINE.COM TRAFFIC

### Page Views

Page Views	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	Growth
July		429,994	547,944	746,375	938,347	858,288	973,348	836,620	658,308	1,129,962	1,408,638	1,296,735	-8%
Aug		1,200,726	1,499,798	1,360,341	2,183,560	1,850,684	1,911,213	1,702,597	1,441,544	1,852,763	2,342,319	2,411,825	3%
Sept		1,820,337	2,281,366	4,225,795	2,231,858	2,078,308	2,813,465	1,781,523	2,374,872	2,817,393	3,298,751	3,067,368	-7%
Oct		1,596,528	2,377,159	4,074,610	1,946,138	1,958,708	2,230,951	1,698,503	2,165,178	2,869,929	2,813,820	3,334,155	18%
Nov		1,361,796	2,727,338	1,885,243	2,370,602	2,228,167	1,646,717	1,641,901	1,910,470	3,145,287	2,333,242	2,453,626	5%
Dec		794,150	1,744,253	1,176,674	1,353,066	1,452,483	902,291	1,098,519	1,185,987	1,627,439	1,460,244	1,463,174	0%
Jan		1,101,819	2,981,257	1,276,714	1,303,341	1,349,712	1,053,023	1,278,206	1,261,988	1,359,721	1,722,775	1,803,756	5%
Feb		2,082,815	5,470,942	1,541,886	1,684,520	1,681,367	1,273,981	1,602,504	1,397,310	1,885,914	2,009,992	2,067,256	3%
March		2,964,392	10,439,787	1,995,524	2,305,918	1,929,360	1,507,997	1,786,400	1,538,440	2,438,065	2,797,409	2,549,230	-9%
April	414,173	2,709,585	4,485,491	1,966,639	1,702,282	1,905,439	1,514,571	1,247,424	1,463,021	2,253,220	2,170,702		-4%
May	1,177,353	2,122,175	4,609,971	1,279,886	1,166,416	1,451,956	1,220,393	1,161,976	1,370,228	1,888,468	2,183,230		16%
June	843,064	856,892	1,462,454	1,062,709	1,135,956	1,209,908	763,181	676,600	1,978,374	2,954,928	3,143,982		6%
<b>TOTAL</b>	<b>2,434,590</b>	<b>19,041,209</b>	<b>40,627,760</b>	<b>22,592,396</b>	<b>20,322,004</b>	<b>19,954,380</b>	<b>17,811,131</b>	<b>16,512,773</b>	<b>18,745,720</b>	<b>26,223,089</b>	<b>27,685,104</b>	<b>20,447,125</b>	<b>231,950,156</b>
<b>AVERAGE</b>	<b>811,530</b>	<b>1,586,767</b>	<b>3,385,647</b>	<b>1,882,700</b>	<b>1,693,500</b>	<b>1,662,865</b>	<b>1,484,261</b>	<b>1,376,064</b>	<b>1,562,143</b>	<b>2,185,257</b>	<b>2,307,092</b>	<b>2,271,903</b>	<b>1,812,530</b>

**Page View:** This is the standard measure of traffic to your OAS. You can think of a Web site as a book that arrives a page at a time as you request each one.

### Unique Visitors

Unique Visitors	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	201	Growth
July		71,498	86,067	100,975	111,603	111,274	142,457	137,350	118,562	196,494	248,840	218,363	-12%
Aug		129,655	150,486	160,001	189,249	208,160	235,828	262,037	214,171	281,556	382,378	380,862	0%
Sept		172,988	203,474	246,689	251,682	289,668	377,909	308,788	407,351	547,021	659,995	572,779	-13%
Oct		154,147	177,565	222,374	221,496	243,760	342,380	275,546	368,366	536,129	553,258	740,327	34%
Nov		142,030	177,383	216,303	265,389	279,378	262,164	256,281	320,720	516,695	452,248	445,555	-1%
Dec		92,014	133,629	138,003	170,755	187,377	154,932	172,545	197,412	304,992	292,141	262,321	-10%
Jan		117,058	178,011	144,531	152,923	181,803	163,443	186,918	219,522	238,673	298,454	332,760	11%
Feb		128,376	196,215	151,229	168,838	182,523	170,060	205,885	198,099	283,613	301,428	342,671	14%
March		147,581	238,970	188,607	217,793	210,405	181,732	219,187	211,017	352,268	396,187	381,693	-4%
April	44,964	135,033	173,608	174,292	179,139	213,985	193,017	171,267	214,080	337,978	338,606		0%
May	105,129	136,152	172,949	134,653	145,641	179,856	176,387	168,886	221,892	314,425	336,470		7%
June	125,615	130,129	175,362	122,789	148,965	172,910	130,795	124,129	341,453	496,774	541,876		9%
<b>TOTAL</b>	<b>275,708</b>	<b>1,556,661</b>	<b>2,063,719</b>	<b>2,000,446</b>	<b>2,223,473</b>	<b>2,461,099</b>	<b>2,531,104</b>	<b>2,488,819</b>	<b>3,032,645</b>	<b>4,406,618</b>	<b>4,801,881</b>	<b>3,677,331</b>	<b>27,842,173</b>
<b>AVERAGE</b>	<b>91,903</b>	<b>129,722</b>	<b>171,977</b>	<b>166,704</b>	<b>185,289</b>	<b>205,092</b>	<b>210,925</b>	<b>207,402</b>	<b>252,720</b>	<b>367,218</b>	<b>400,157</b>	<b>408,592</b>	<b>217,192</b>

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