



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

AMENDMENT NO. 1 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SUBJECT: SOLICITATION NUMBER: USC-RFP-2444-CJ
PROVIDE OFFICIAL ONLINE MERCHANDISE STORE FOR THE USC ATHLETICS
DEPARTMENT

DATE: May 28, 2013

This Amendment **No.1** modifies the Request for Proposals only in the manner and to the extent as stated herein.

THE NOTE IN SECTION I. SCOPE OF SOLICITATION OF THE SOLICITATION HAS BEEN MODIFIED AND NOW READS AS FOLLOWS:

NOTE: The solicitation for proposals is for the official online merchandise store for University of South Carolina Athletics Department ONLY. Proposals/Bids are not currently being solicited / accepted for on campus in-venue merchandise at this time. The current contract for the University of South Carolina’s onsite merchandise vendor is effective through April 2021.

Vendor questions and answers.

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 1** 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 QUESTION WAS RECEIVED FROM VENDOR A:

QUESTION: On page 12 of the RFP, while defining “Total Retail Sales”, credit card chargebacks are limited to 1% for any given year. Ours tend to range from 2%-3%. Is there any opportunity to raise this cap?

ANSWER: The financial proposal (commission and guarantee) should be based on the current definition of "Total Retail Sales".

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR B:

QUESTION NO. 1: In our experience with victory t-shirts, setting a minimum number of items to be offered in a season often results in low sales and decreased fan interaction and excitement. Would the University be willing to amend point 5 in the *Minimum Contractual Requirements* section to state that t-shirts would be offered for any “win of significance?” A “win of significance” would be classified as a victory over a top 10 SEC School, a victory over a top 5 non-SEC school, or a victory over Clemson.

ANSWER: No

QUESTION NO. 2: Currently, we do not offer items for all varsity sports; would the University be willing to amend point 11 in the *Minimum Contractual Requirements* section to state that items must be available within 30 days of the accepted proposal due to costs associated with bringing in said merchandise?

ANSWER: Yes

QUESTION NO. 3: In Section B of the *Minimum Contractual Requirements*, the solicitation describes ‘Total Retail Sales’ as “...excluding any and all applicable shipping and handling charges...” – We would like some clarification on the definition of shipping and handling charges. Is this all charges the company pays to ship merchandise OR the charges customers pay for shipping and handling? Not all customers are charged shipping, thus the request for clarification.

ANSWER: Shipping and handling is defined as those costs charged to the customer for the purpose of delivering the item(s) they purchased. Those charges should not be factored into “Total Retail Sales”.

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR C:

QUESTION NO. 1: As a supplier, would we be allowed to produce private label merchandise for the ecommerce web store under a license granted to the provider via the partnership with USC? If so, what categories are available and are there specific USC marks that are exclusive to other manufacturers?

ANSWER: Private label merchandise is a possibility pending the approval from the University Licensing Department. There are no official athletics marks that are exclusive to a certain manufacturer .

QUESTION NO. 2: Page 12

Regarding quarterly commissions, can “Total Retail Sales” fluctuate between product types or categories? For instance, could commissions on National Championship merchandise be different than the rest of the catalog? If a license for manufacturing were to be granted, could commissions on these products also be different?

ANSWER: Yes they can be different but it is recommended that the commission structure be relatively static with very few exceptions such as National Championship merchandise.

QUESTION NO. 3: Page 13

Does the 8 business days from when the award is announced on June 18 to the desired launch date of July 1 preclude potential companies replying to USC’s RFP that currently do not carry University of South Carolina Gamecocks inventory and would require adequate lead time to either purchase existing stock or procure inventory from 3rd party vendors? If not, can the current ecommerce provider continue to provide services until an approved, fully stocked and tested store is available for launch?

ANSWER: We can make modifications to the schedule within a reasonable fulfillment timeline. We would expect to be fully stocked by August 15.

QUESTION NO. 4: Net Sales Chart

Please confirm the cause of the dramatic increase in sales in July 2010 and July/August 2011. What percentages of sales were attributed to dated merchandise commemorating these events versus the entire product catalog?

ANSWER: Net Sales Chart - Please confirm the cause of the dramatic increase in sales in July 2010 and July/August 2011.

ANSWER: Baseball National Championships in 2010 & 2011

What percentages of sales were attributed to dated merchandise commemorating these events versus the entire product catalog?

ANSWER: That information is not available

QUESTION NO. 5: Marketing Assets

How many active email names are currently opted in through the current email provider? Can these names be provided to the new ecommerce provider for continued marketing? If so, can you

provide average analytical data available for these lists (e.g. open rates, conversion rates, opt-out rates)? Are there additional active names that USC can share with the new ecommerce provider?

ANSWER: We have over 200,000 active email addresses. We will not turn over the database but will send emails on behalf of the merchandise partner on a mutually agreed upon schedule. While we do not have conversion rates, our open rate is generally 18-24%

QUESTION NO. 6: Does the current web store have an active facebook, pinterest, twitter, google+ account? If so, will control of these assets be turned over to the new provider? If these assets do not exist, can they be created?

ANSWER: The web store does not have social media assets, but the athletic department expects to maximize its very mature assets to generate merchandise sales. We will distribute merchandise content via a mutually agreed upon schedule.

If these assets do not exist, can they be created?

ANSWER: No, we do not want store-specific social media channels.