



Merchandise Ordering & Promotion (PUMA Partnership)

Department: Operations / Marketing / Franchise Support

Applies To: Franchise Owners, Centre Managers, and HQ

Purpose: To provide a standard process for ordering, managing, and promoting PUMA-branded UAC merchandise and uniforms through HQ.

This ensures quality control, brand consistency, and compliance with UAC's pricing and merchandising policies.

Objectives

1. Maintain uniform quality and consistency across all UAC clubs.
2. Streamline bulk ordering through HQ for efficiency and discount eligibility.
3. Regulate retail pricing and avoid brand dilution.
4. Ensure UAC-branded apparel supports both staff uniform needs and member merchandise sales.

Scope

This SOP applies to:

- All UAC clubs in Australia and international franchise locations.
- Staff uniform orders, member merchandise, and event apparel.
- PUMA partnership program orders facilitated through HQ Franchise Support.

Roles & Responsibilities

- Franchise Owner / Manager: Identify merchandise needs, prepare order request, and ensure pricing compliance.
- HQ Franchise Support Team: Process and consolidate all PUMA orders, manage supplier communication.
- PUMA Supplier / TGI Sport: Supply approved merchandise per design and quantity.
- Marketing Department (HQ): Approve in-club promotional materials and ensure brand alignment.

CLUB OPERATIONS STANDARDS

Ordering Process (Step-by-Step)

Step	Action	Responsible	Details / Notes
1. Identify Needs	List items for staff, events, or resale (refer to PUMA catalogue).	Franchise Manager	Uniforms, accessories, bags, jerseys, hoodies, etc.
2. Complete Order Form	Use the UAC Merchandise Order Form (PUMA) template.	Manager / Owner	Include sizes, colors, and total units.
3. Submit via Email	Send completed form to operations@uacfranchise.com.au	Franchise Manager	Subject: "PUMA Order – [Club Name]"
4. HQ Consolidation	HQ collects and reviews orders for MOQ eligibility.	HQ Team	Orders below 200 units will be held until consolidated.
5. Supplier Coordination	HQ sends consolidated order to PUMA/TGI Sport.	HQ	Managed through official PUMA franchise channel.
6. Invoice & Payment	HQ issues invoice to club. Payment due within 7 days.	Franchisee	Payment confirms order processing.
7. Production & Delivery	Supplier manufactures & ships items to club.	PUMA / HQ	Estimated lead time: 4-6 weeks.
8. Inventory & Promotion	Club records items in stock tracker; display & promote.	Centre Manager / Marketing	Follow UAC visual merchandising standards.

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CLUB OPERATIONS STANDARDS

Minimum Order Policy

- Minimum Order Quantity (MOQ): 200 units per order (can be mixed items).
- Clubs may combine uniform and retail merchandise to reach MOQ.
- HQ may combine multiple franchise orders to meet supplier thresholds.

Payment Terms

- All payments to be made directly to UAC HQ (Franchise Finance) before processing.
- Orders are non-refundable once sent to production.
- Prices include UAC's negotiated PUMA partner discount rate.

Merchandise Categories

Category	Examples	Usage
Staff Uniforms	Shirts, pants, jackets, polos	Required for all staff on duty
Retail Merchandise	Hoodies, singlets, caps, bags	For in-club sales or promotions
Event / Launch Kits	Limited-edition shirts, towels, caps	Grand opening or sponsorship events
Rewards & Giveaways	Branded bottles, socks, tees	Used in challenges or membership promos

Pricing Policy

Type	Policy
Retail Pricing	In-club merchandise may not exceed 10% above HQ recommended retail price (RRP).
Staff Purchases	Staff may buy at cost + 5%.
Discount Promotions	Must be approved by HQ Marketing.
Reward Use	Clubs may use stock as giveaways for member engagement events.

CLUB OPERATIONS STANDARDS

Marketing & Promotion

All promotional visuals (social media, posters, in-club displays) must:

- Use UAC branding (Red #D71920, Dark Gray #2B2B2B, White)
- Feature the PUMA logo alongside the UAC Crest
- Be pre-approved by HQ Marketing or Kode0 Digital

Franchisees are encouraged to:

- Showcase new arrivals in email blasts & social posts
- Create merchandise display zones in reception areas
- Offer launch bundles (e.g., Tee + Bottle + Towel sets)

Storage & Stock Management

- Merchandise must be stored in a clean, dry, and secure area.
- Valuable items (e.g., limited-edition gear) stored in a locked cabinet.
- Maintain a monthly stock tracker (template provided by HQ).
- Expired or outdated designs must be discounted or cleared per HQ approval.

Returns & Defects

Condition	Action
Incorrect order or damaged goods	Notify HQ within 5 business days of delivery.
Incorrect sizing	Exchanges permitted only before branding is applied.
Manufacturing defect	HQ to liaise with PUMA/TGI Sport for resolution.

Reporting & Compliance

- Franchisees must submit quarterly merchandise sales reports to HQ.
- HQ monitors brand compliance and pricing via periodic audit.
- Repeat non-compliance may result in ordering suspension.

Contact Points

Orders: operations@uacfranchise.com.au

Supplier: merchandise@tgisport.com.au

Marketing Approvals: keith@kode0digital.com

Finance: accounts@uacfranchise.com.au