

INFINITY INC.

UNIVERSITY RETAIL

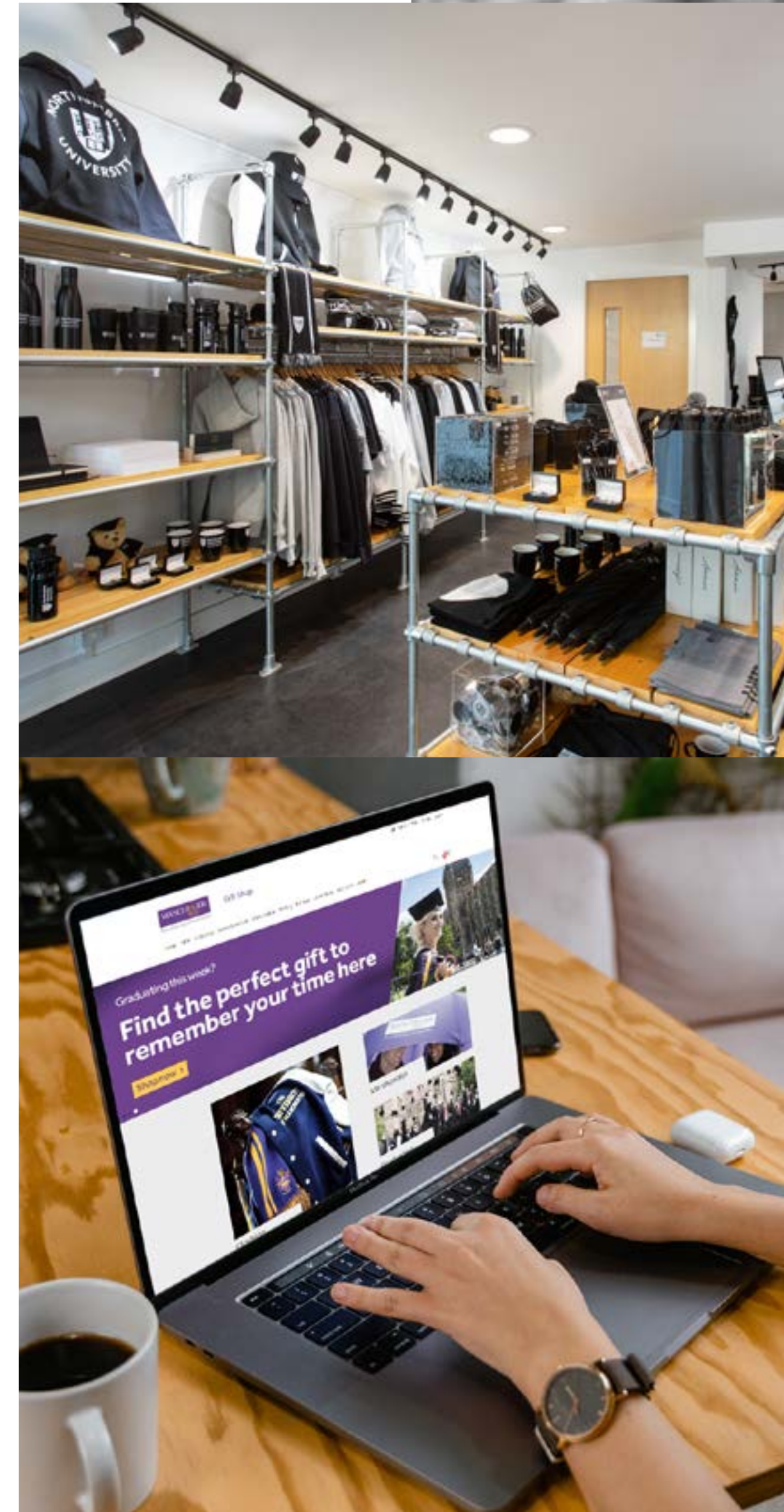
A HOLISTIC ON-CAMPUS AND E-COMMERCE SOLUTION

WELCOME

Working with leading universities across the UK to revolutionise their merchandise offering through our fully-managed retail solution.

With over 25 years experience in the industry our expertise lies in:

- Custom designed merch and apparel
- Fully managed on-campus gift shops
- Bespoke built online webshops



A dimly lit university gift shop. The room is filled with merchandise on shelves and a central display table. The shelves are stocked with various items including t-shirts, hoodies, mugs, and pens. A central table displays stacks of t-shirts, mugs, and pens. The lighting is soft and focused on the products. The overall atmosphere is clean and organized.

**Imagine having a university
gift shop generating more
income, more profit and
less hassle.**

HOW WE DO IT

Our holistic retail solution is proven to significantly increase gift store sales, eliminate risk and remove the hassle of day to day management. Utilising our expertise in managing university gift stores, plus over 25 years experience in university merchandise, our solution offers:

INCREASED INCOME & PROFITABILITY

- We create the right retail environment to maximise advertising, footfall and sales opportunities.
- Our incredible purchasing power drives profitability.

INCREASED UNIVERSITY BRAND EXPOSURE AND ENGAGEMENT

- We create desirable on-trend merchandise that is tried and tested across UK universities.
- Access a limitless range of the latest merchandise to maintain engagement.

NO UPFRONT COST. NO RISK. NO HASSLE.

- We purchase and manage all stock.
- We manage the gift-shop day to day.
- We build you a bespoke webshop with easy stock management and call off from our warehouse.

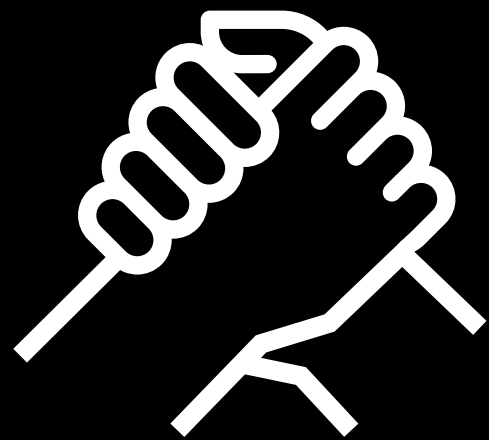
OUR MISSION

What makes us different is that we invest our time, energy and creativity into streamlining design, procurement and management processes to maximise your revenue whilst minimising your effort and environmental impact.

We ensure that our brand values represent our promise to our clients and we stick by them in every interaction we have with you.

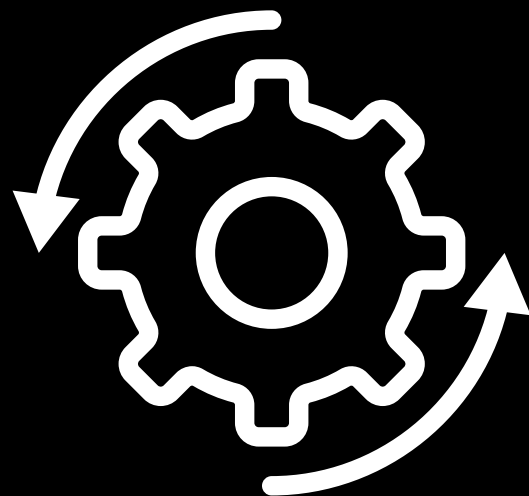


BRAND VALUES



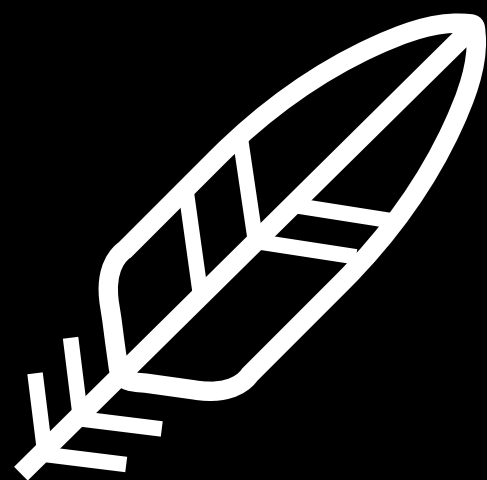
CONNECTED

We'll make sure you're always in the loop.



LEAN

Improving both our own and your ordering process.



EFFORTLESS

Creating the most efficient and effective processes.



ACCURATE

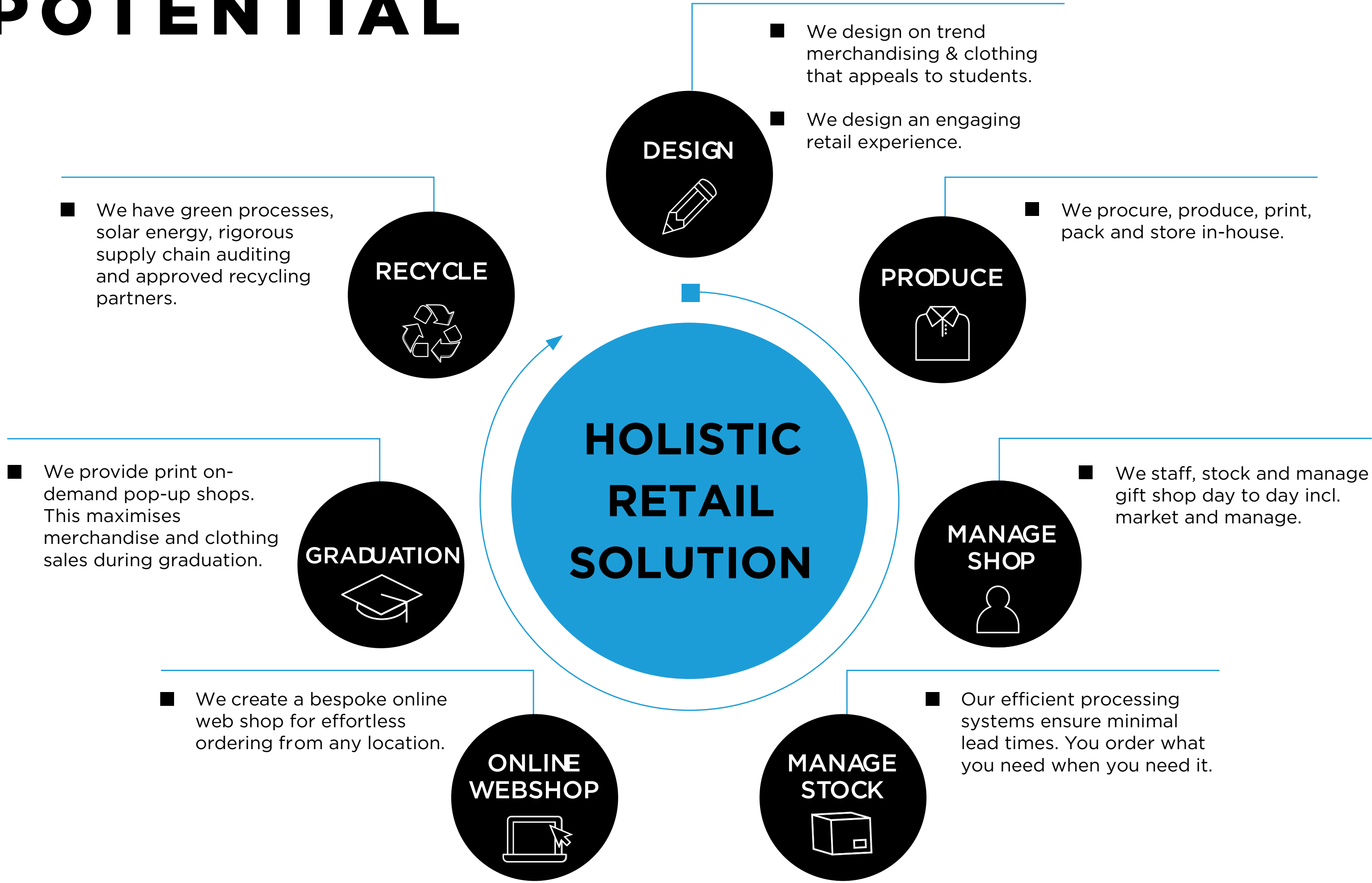
We care about the details that make the difference.



NURTURING

We look out for and support each other.

MAXIMISING YOUR RETAIL POTENTIAL



SHOP RE-FIT OR NEW BUILD

We can re-fit your existing gift shop to maximise footfall, flow through store and the customer experience as we did for The University of Manchester.

If you don't already have a gift shop, we can fit out any retail ready space (one with lighting, electrical points, CCTV and cleaning service). Or we can build a new space from scratch.

The ideal retail and till space (excluding stock room) is 1,500 square feet. If your shop or chosen space is located within a university building we will need to be granted access.



WHO WE WORK WITH

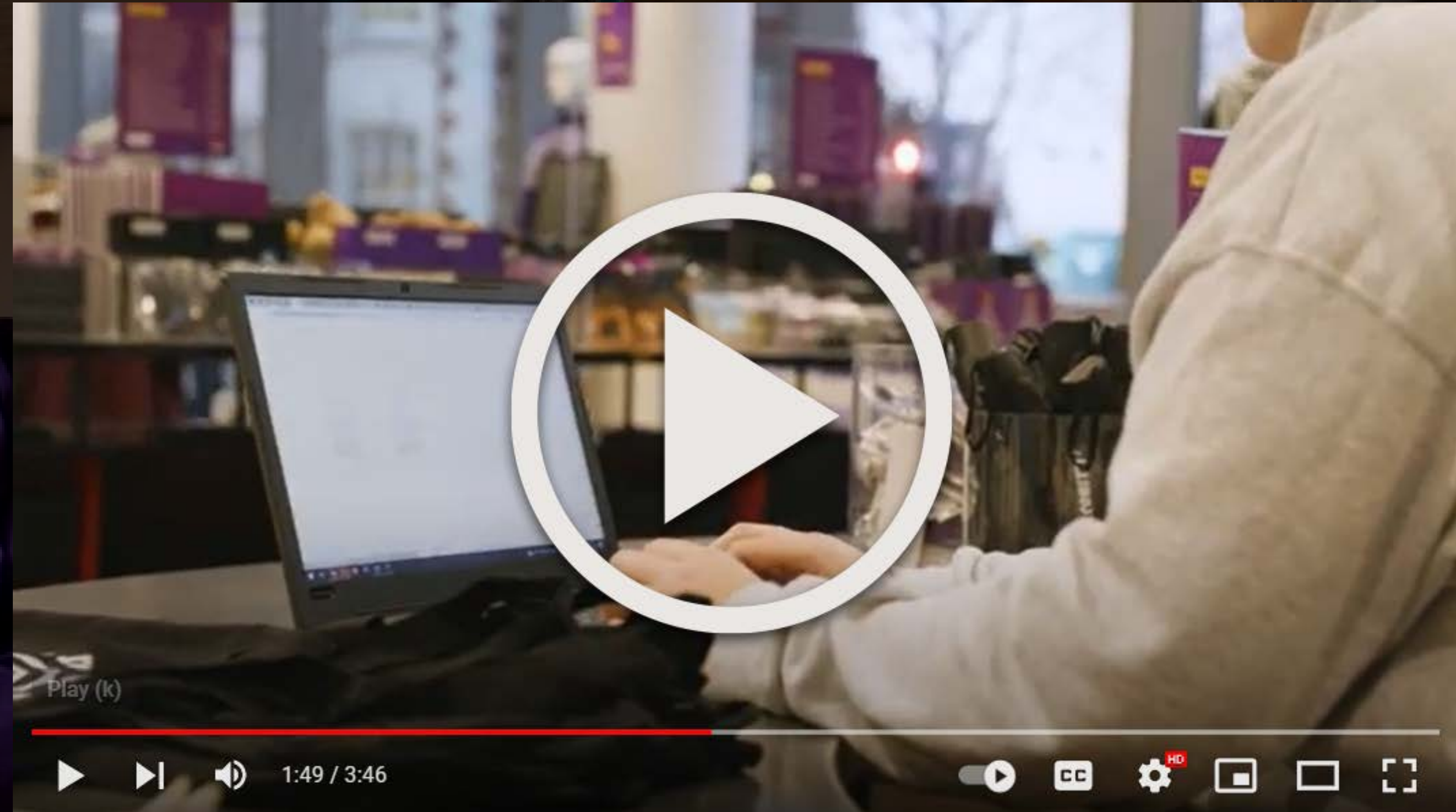


We have and continue to work with over 30 universities across the UK, including:



CASE STUDY

The University of Manchester case study is designed to give you an in-depth overview of how we enabled the university to increase sales, engagement and brand exposure with no risk.

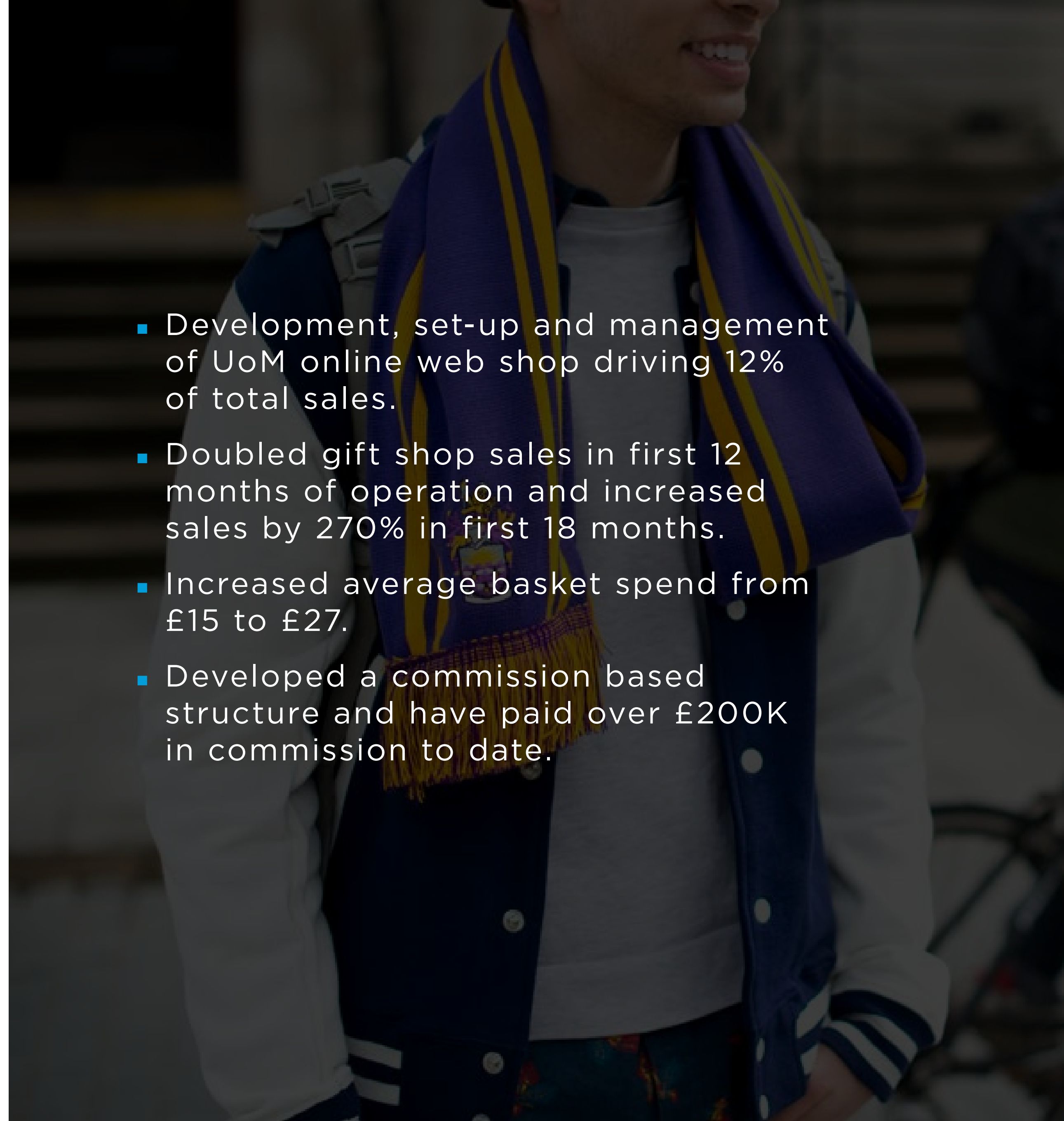



REVOLUTIONISING RETAIL

Our close relationship with The University of Manchester established in 2012 has evolved into a full partnership. We took full control and ownership of the retail shop in September 2017 including staffing, merchandising and all retail products.

What we've achieved:

- Revolutionised their merchandise range with on-trend offerings and limited edition collections.
- Retail solution for brick and mortar gift store operated and managed by us.
- Store visualisation and product data analysis to maximise footfall and in-store sales.
- Development, set-up and management of UoM online web shop driving 12% of total sales.
- Doubled gift shop sales in first 12 months of operation and increased sales by 270% in first 18 months.
- Increased average basket spend from £15 to £27.
- Developed a commission based structure and have paid over £200K in commission to date.



A photograph of four students standing in a hallway. From left to right: a young man in a blue and white varsity jacket and a blue cap; a young woman in a maroon hoodie with 'UNIVERSITY' printed on it; a young woman in a blue and white varsity jacket; and a young man in a blue and white varsity jacket. The background is a plain, light-colored wall. The entire image is overlaid with a dark, semi-transparent filter.

“They have gone to great lengths to not just provide branded merchandise, but to improve our internal procurement processes and identify new revenue streams within the university.”

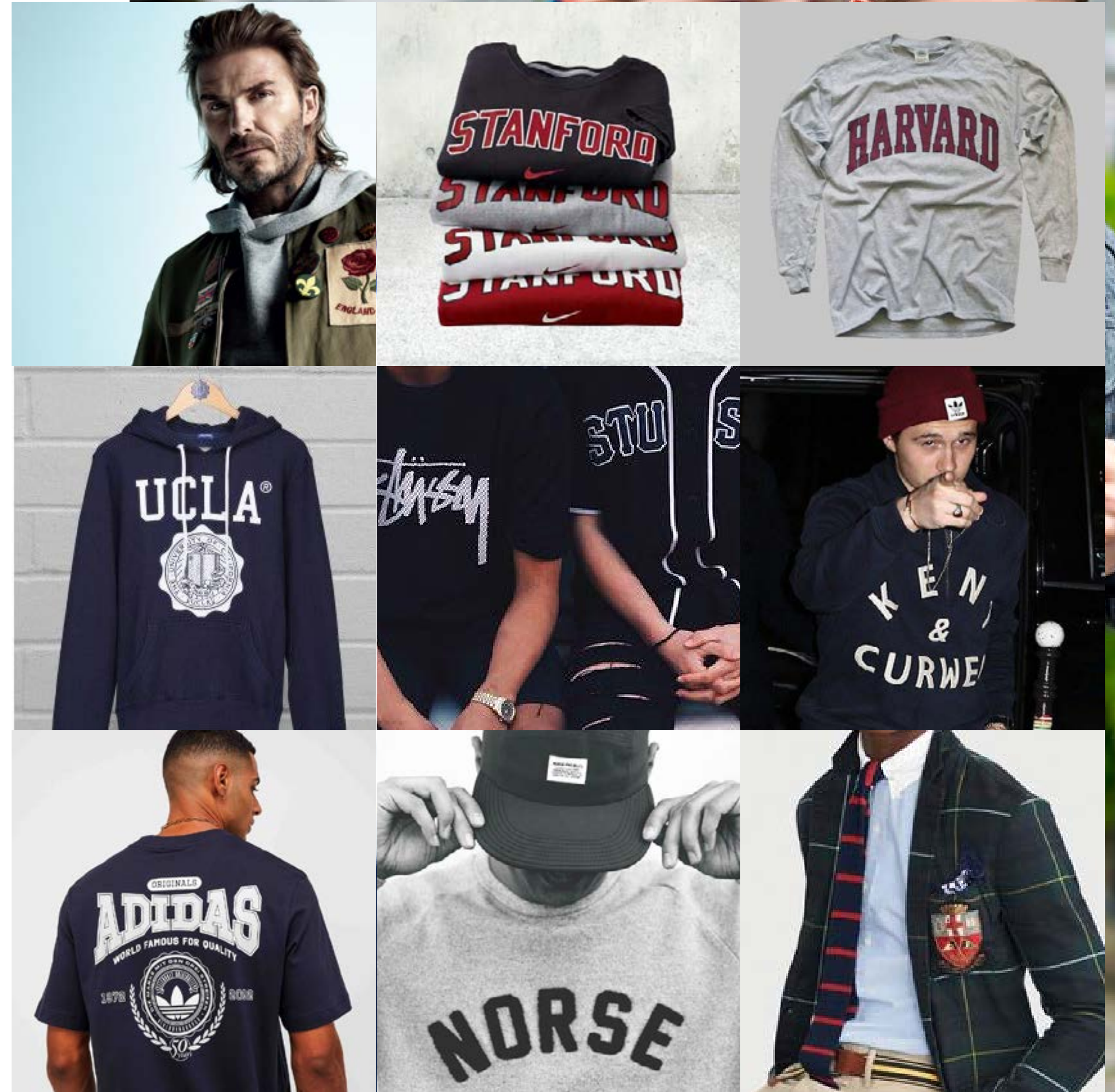
ALISON SHEDLOCK

Assistant Director of Estates and Facilities
The University of Manchester

DESIGN

Our design process was influenced and inspired by key apparel trends from:

- The worlds leading universities, with focus on a more traditional collegiate style.
- On-trend streetwear and retro sportswear for aesthetic purposes which resonate with students.
- High-end fashion to create a premium range focused on the university's heritage.



GRAPHICS

We created three graphical designs for application onto apparel and merchandise.



THE UNIVERSITY OF
MANCHESTER



THE OUTCOME

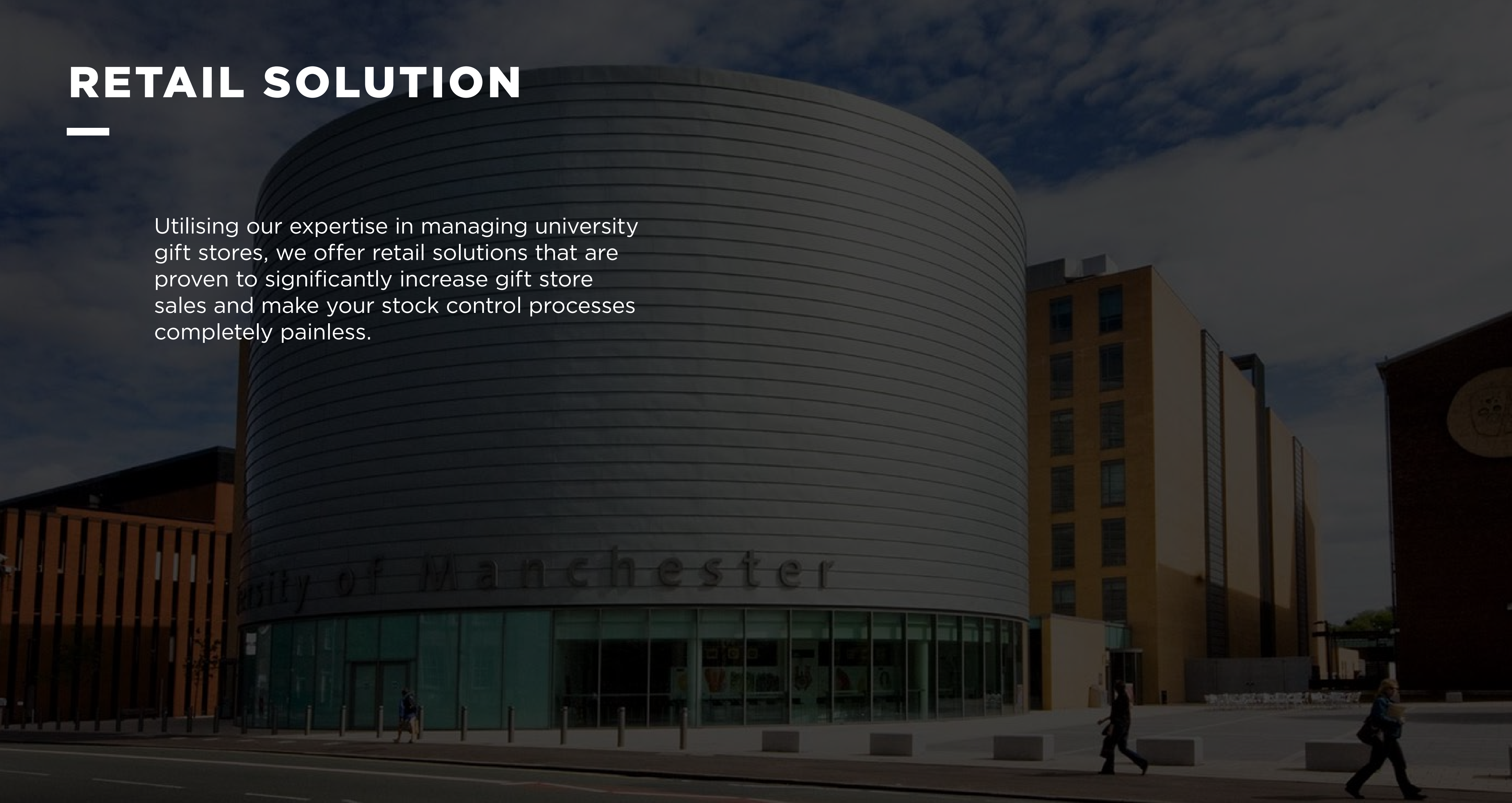
—





RETAIL SOLUTION

Utilising our expertise in managing university gift stores, we offer retail solutions that are proven to significantly increase gift store sales and make your stock control processes completely painless.



BUILDING A NEW GIFT SHOP

Working with an interior architect and our retail experts we:

- Redesigned the gift shop environment to maximise footfall, flow through store and the customer experience.
- Continuously review and update the gift shop to include new merchandising and new in-store experiences such as re-charging stations.



BEFORE

The gift shop was crowded, confusing and difficult to browse.



AFTER

Store has been maximised for flow, interest and browse-ability. It has more of a high-street retail feel.



DAY-TO-DAY MANAGEMENT

RECRUITMENT

- We recruit and manage staff who work in the gift shop.
- UoM have a retail assistant and shop manager who report to our retail team.
- Engagement of university students in on-campus shop activities.

DAY-TO-DAY ACTIVITIES

- Marketing campaigns to raise awareness of the gift shop.
- POS for promotion and merchandising.
- Student offers and discounts.
- Reporting available online 24/7.
- Stock management.

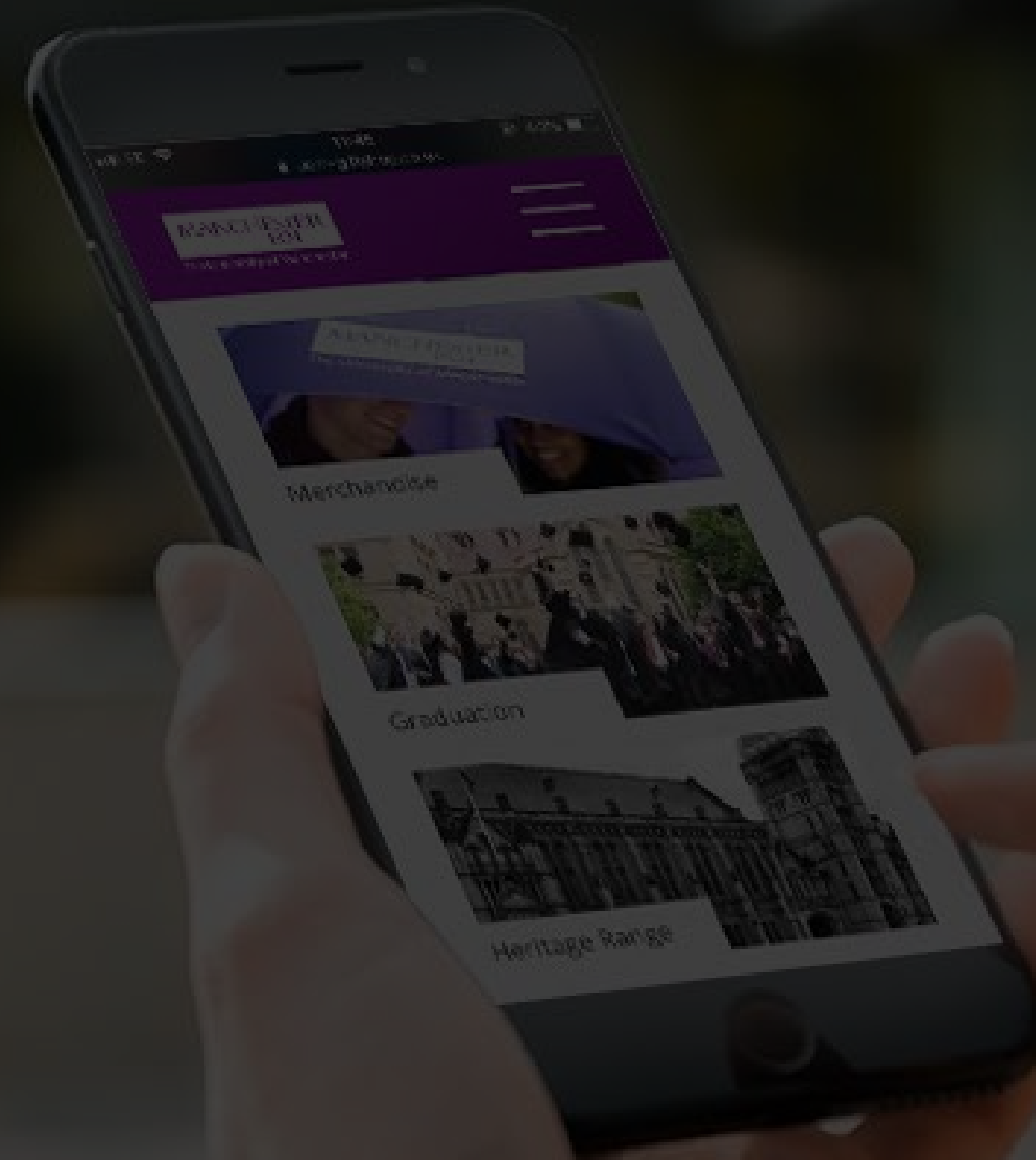


TESTIMONIAL



E-COMMERCE

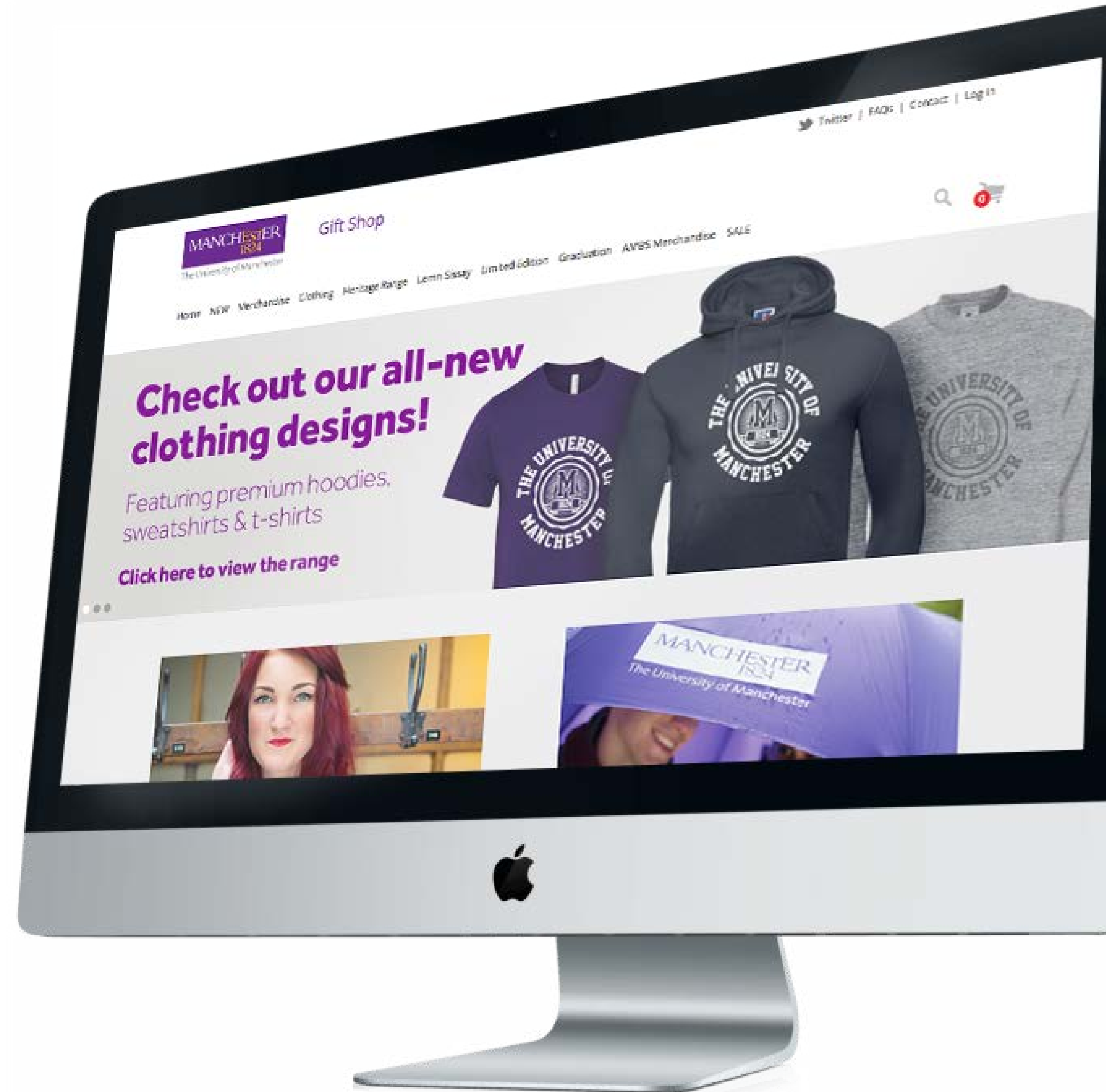
Manage and control your university merchandise and apparel at the touch of a button with our revolutionary, bespoke built ordering system, LINK™.



SAVE TIME & MONEY WITH LINK™

We developed, populated and continue to manage UoM's e-commerce solution using our bespoke built ordering platform LINK™.

- LINK™ enables students to order individual items online.
- University staff are able to order in bulk at wholesale prices.
- University management has complete visibility on every order and every item of stock, with up to date reports available on demand.
- LINK™ has removed hidden costs and lengthy administration associated with university's ordering processes.
- LINK™ seamlessly integrates with UoM's existing processes and software.



Future Graduate Babygrow - Athletic Heather



Dress your little one for future success!

This cute baby short sleeve one piece is designed with super soft 100% combed and ring-spun cotton for maximum comfort.

The envelope neckline expands to fit easily over the head and the three snap leg closure allows for easy changes.

Price **£10.00**

Please choose from the following options:

£10.00 : 3/6mths

Please enter your quantity below:

Add to basket

Related Products



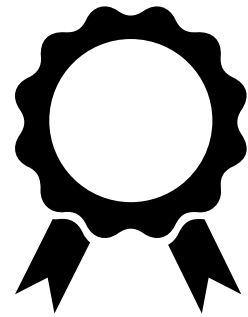
LINK™ AT A GLANCE

We've implemented and currently manage bespoke built online ordering stores for 28 leading brands across the UK and beyond.

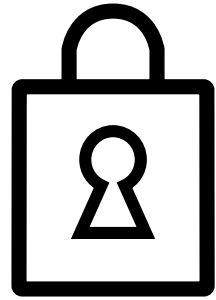
It enables effortless online ordering from your own range of merchandise and apparel, from any location.

We design, develop and bespoke build your unique online store to your exact brand requirements.

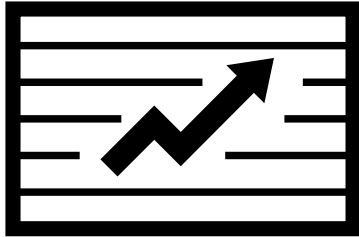
LINK™ makes for effortless online ordering. With nothing more than a username, you log into your very own branded online store and order from a full range of products, to any location.



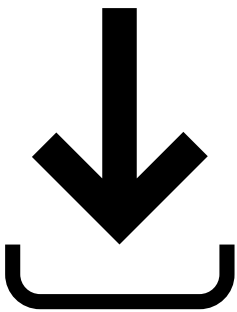
Best Practice



Private Login



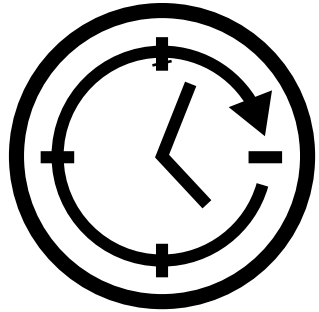
Product Trends



Report Downloads



Payment Options



24 / 7 Access



Payment Security



Site Traffic



Brand Consistency

METRICS

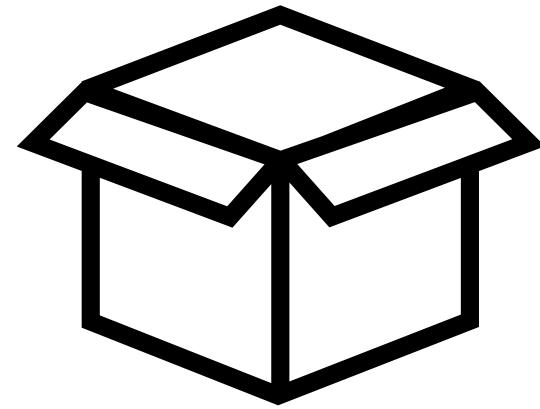
We enabled UoM to more than double sales, drive engagement and increase brand exposure with no risk, no upfront costs and no hassle.

WEBSHOP PERFORMANCE



55K

Annual revenue
in 2023



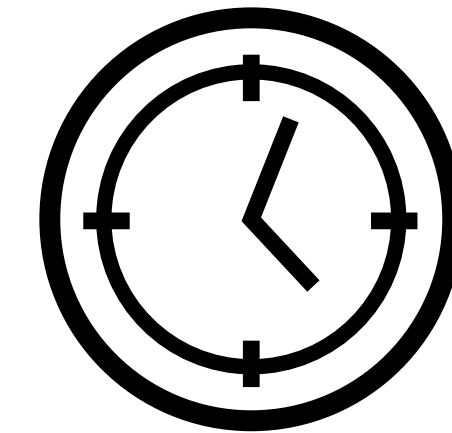
850+

Online orders
in 2023



21

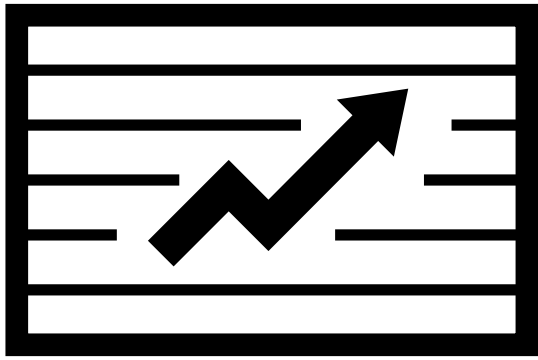
Countries shipped
to worldwide



48-72HR

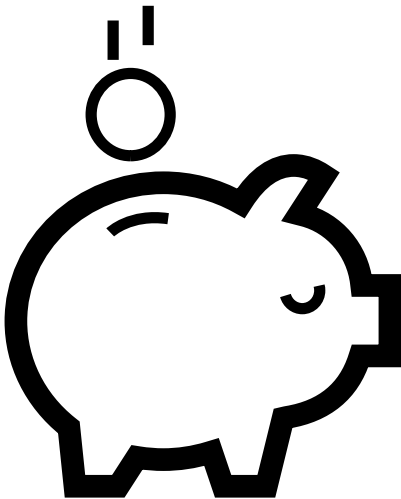
Turnaround on
all orders

GIFT SHOP 2023 PERFORMANCE



51%

Revenue growth



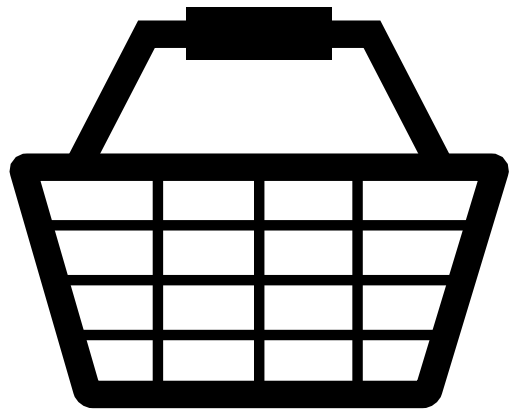
590K+

Annual revenue



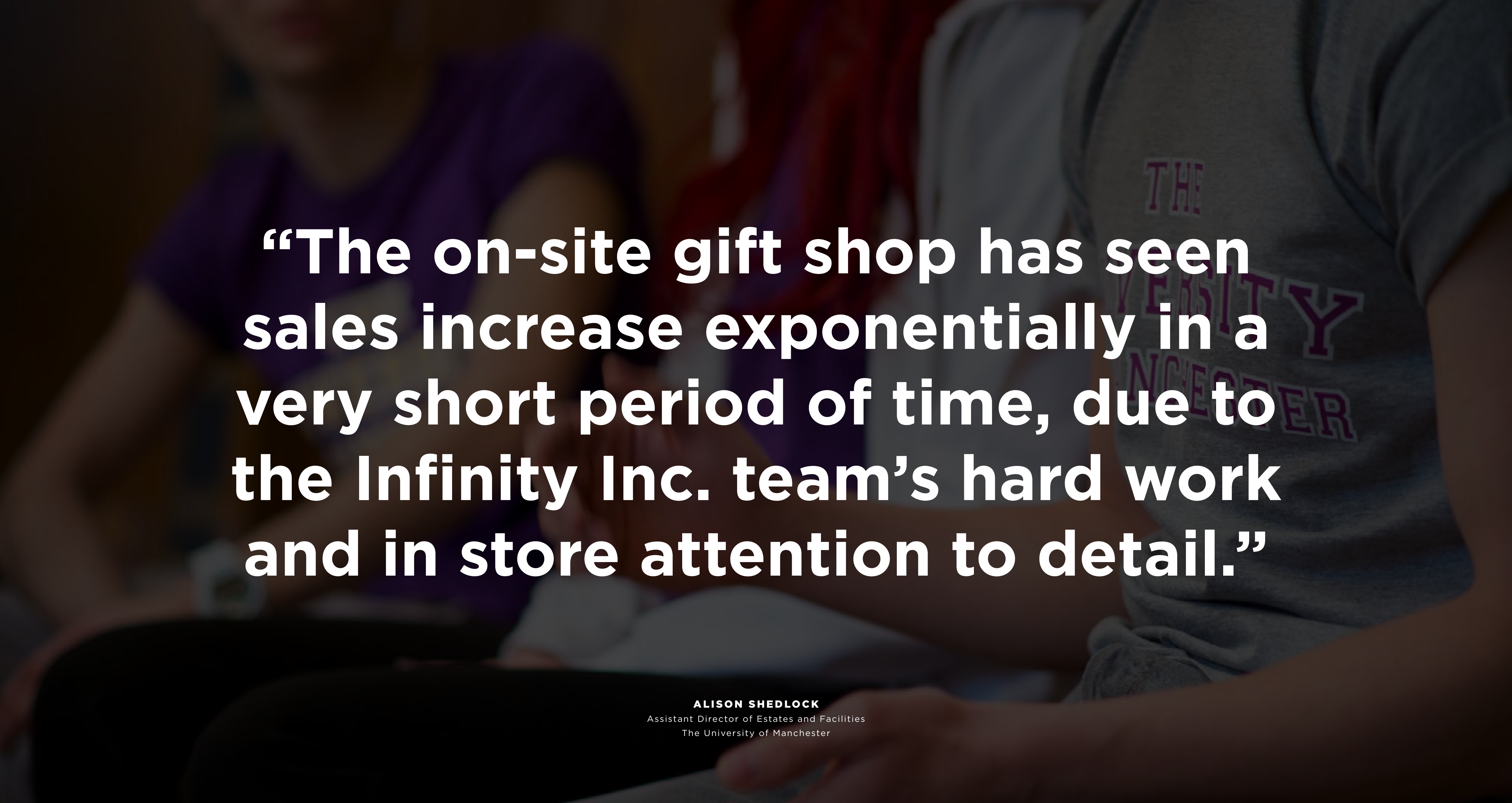
50K

Annual footfall



51%

Basket conversion rate



“The on-site gift shop has seen sales increase exponentially in a very short period of time, due to the Infinity Inc. team’s hard work and in store attention to detail.”

ALISON SHEDLOCK

Assistant Director of Estates and Facilities
The University of Manchester

GRADUATIONS



Each year we operate a pop-up stall at UoM's graduation ceremonies, pressing personalised garments on demand for students to take home with them on the day.

This alone increased branded merchandise and clothing sales by 73%.

Thanks to our commission payback scheme it's a great way for universities to increase their income.

MANAGING THE GRADUATION PROCESS

We manage the whole process – staffing, stock and sales – including:

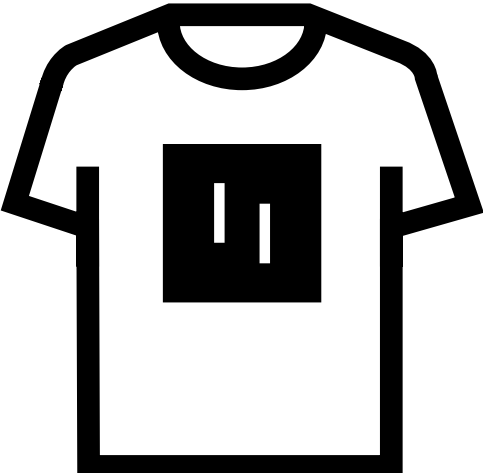
- Key location of on-demand ‘Class of’ garments.
- Sales staff promoting the stall on the day through pro-active flyering activity.
- On demand stock solution ensuring minimal wastage.
- Prime location of stall and promotional collateral.
- Commission pay back.
- Handling of cash and card transactions via Zettle app on smartphones and tablets.
- Promoted via social media streams.
- No hassle sales that offer the university an additional revenue stream without any overhead costs.



PRINT ON DEMAND STALL



In 2023 across summer and winter graduations our print-on-demand stall sold;



2,000

T-Shirts



1,000

Hoodies




54K

in total sales

CSR

—

Today over 80% of the items offered online and in the gift shop are eco-friendly or sustainable.

A small green seedling with several leaves is growing out of a mound of dark, rich soil. The background is a dark, muted green, creating a natural and earthy atmosphere. The seedling is positioned on the right side of the frame, with its stem and leaves extending upwards.

SUSTAINABILITY

Combining sustainable production with ethical suppliers and responsible partners, we can make sure every part of our supply chain process is contributing to a greener future.

- We reuse or recycle packaging wherever possible.
- We are transitioning all embroidery threads to recycled PET wherever possible.
- We installed solar panels back in 2014.
- We closely monitor our whole supply chain.



GOING GREENER

Thanks to our growing range of eco-friendly and sustainable items, we were able to swap out a wide range of stock for greener alternatives without affecting price points.

Due to our recent partnership with Ecologi, we are also planting a tree for every eco item purchased.

In 2023, we reached **15,510** trees planted in total.



SUMMARY



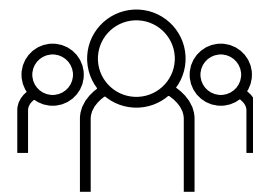
NO RISK

The entire contract is managed by Infinity Inc.



NO UPFRONT COSTS

We will purchase all merchandise and clothing required whilst also managing stock levels.



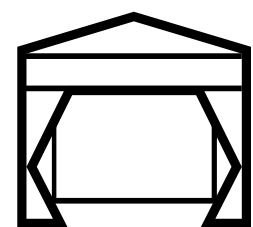
NO STAFFING

All shop employees will be overseen and managed by Infinity Inc.



INCREASED REVENUE

Additional revenue stream for university stakeholders.



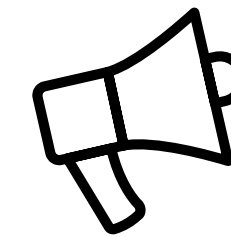
EVENTS

We can provide an on-site print-on-demand pop up shop at all major events throughout the year.



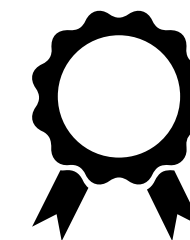
EFFORTLESS ONLINE ORDERING

Bespoke webshop and minimal lead-times with in-house production and warehousing facility.



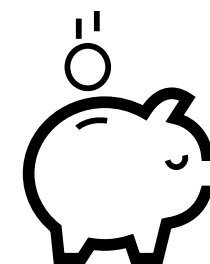
MARKETING

We will work with the university to raise awareness of the on-campus shop and provide POS for promotion.



RETAIL QUALITY

Additional revenue stream for university stakeholders.



COMMISSION PAYBACK

Based on gift shop, online and university staff orders.



25 YEARS EXPERTISE

Experience with over 30 universities and extensive merchandise supply chains.

LIKE WHAT YOU SEE?

Why not get in touch and we can show you how we could maximise your university retail experience.

INFINITY INC.

GAVIN FAULKNER

0113 3865 570 | gavin@infinityinc.co.uk

www.infinityinc.co.uk

