

# Overview

This document outlines a proposal for the refresh of the CAN merchandise offering. Currently, CAN offers t-shirts for sale via it's a website, <https://can.org.nz/shop> and stickers free via request. **Need to summarise current sales/reach.**

Through a refresh of the range currently offered and expanding on it, we seek to Increase the visibility of CAN, promote its current campaigns and boost the revenue stream from CAN merchandise.

There are 3 key focus points for the refresh of the range:

- Create a range aimed at commuters pushing the “More People on Bikes, More Often” message that can be worn for urban cycling and is stylish and appropriate to wear at a social occasion e.g. BBQ
- Create a range aimed at both commuters and sports cyclists promoting the “Stay Wider of the Rider” message. This range will focus on safety and visibility.
- Refresh the online shop to include add to cart functionality and an updated design to better showcase the products available.

Overall this range should create a revenue stream that can be used to sustain the running of the online shop and fund future merchandise ranges so as CAN's core message and messages of future campaigns can be spread through the merchandise range.

## “More People on Bikes, More Often” - Commuter Range

The proposed range is:

- Men's t-shirt in crew or v-neck
- Women's t-shirt in v-neck
- Mens and Women's shorts in a casual style (e.g. mtb, cargo style) with durable fabrics for cycling
- Cycle friendly bumper sticker

All clothing should feature designs/prints that promote the “More People on Bikes, More Often” and should be modernised and styled to appear to as wider audience as possible. The primary drive behind this range is that people should be able to wear this range on the bike to a social occasion e.g. BBQ or cafe in comfort and then have this be a banner for CAN that will be noticed and provide opportunities that allow the wearer to spread the “More People on Bikes, More Often” message through either conversation or through simply the wearing of the products.

In addition to spreading the CAN message the cycle-friendly bumper sticker helps people on bikes identify people in cars that look out for people on bikes and also gives those people in cars more accountability when driving.

## “Stay Wider of the Rider” - Crossover / Sport / Safety Range

The proposed range is:

- Mens and Women's cycling tops (road style)
- Mens and Womens lycra cycling shorts
- Lightweight Windproof Vest
- Lightweight Windproof and Water resistant jacket
- Pack Covers
- Rear view mirror stickers (opaque with chevron)

All products should feature the “Stay Wider of the Rider” message with the Chevron. This should be reflective and/or highly visible from behind the rider. The cycling tops and shorts are aimed at road sport cyclists as they will often be on rural roads and the message will be relevant for them with many incidents of close passing being reported on social media. The vest, jacket and pack covers will be useful for commuters, schools and sport cyclists as when the weather turns poorer and these products are required visibility also reduces making the visibility and safety message of these products more relevant.

The wing mirror stickers are aimed at all drivers as a reminder to check for and stay wider of riders (i.e. people on bikes but also people on horses, people on scooters etc.).

## Online Shop

The current online shop needs to be modernised. It should be updated to a grid view of currently available products and cart functionality needs to be added. The current method of purchase through PayPal only allows for the purchase of a single item at a time.

Options for this still need to be confirmed but current options being considered are:

- Shopify Cart integration. This starts at \$9 USD a month and allows a “Buy” button to be added to products on the existing Drupal site. Catalogue pages for the products would still need to be created in addition to product pages.
- Drupal E-commerce. There are options for free Drupal e-commerce plugins that we could use with the existing site, however, this would likely require more investment in time to get this right.
- **(Recommended)** New Shopify site. This would require linking from the current CAN site to a separate CAN shop and would include higher ongoing costs of \$29 USD a month. However, assuming a free Shopify theme can be used this would require significantly less work to set up and maintain. This would also potentially make managing the security implications of running an online store a lot less as this would then be covered under Shopify’s hosting of the site.