

Souvenirs & Bespoke Product

What is bespoke product?

This is product that is created exclusively for you, for your museum using designs from your collection, or designs that have been created only for you.

A souvenir can be bespoke, but it can also be product that simply carries your venue name, such as a pencil, or your image such as a photograph.

Heritage attractions have a unique offer and when people visit they often want to take home a memento of a great day out or of the inspirational place they have visited. Sometimes it is for themselves, and sometimes as a gift for someone else.

Bespoke product is great because it can be carried around, or remain in someone's home long after the visit as an ongoing reminder of the place and visit.

Advocates and supporters of your venue often want to purchase something that connects with the venue as they want to share their passion and support for the venue with others.

Pros and cons of bespoke versus bought-in products

Bespoke	Off the shelf/bought in
Opportunity to reinforce the museum's collection & brand values	Quicker to source and supply
Exclusive / can add value to the visit experience	Lower minimum order quantities
Order quantities are usually higher	Lower stock investment
Higher stock levels / lower stock turn	Can be harder to create a point of difference – seen elsewhere
Margins may be lower on short runs (esp. after origination costs are included)	Possible price comparisons
Higher risk – if it does not sell	
Requires expertise to implement	
Requires design skills/understanding	
Will take your time to implement	
Lead times vary between 3 - 10 months on average	

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Bespoke merchandise development

Stage 1 – Research

Design sources:

- Logo ranges (just have your venue name on it)
- Designs inspired / derived from the collection or an exhibition – check any issues with IP (Intellectual Property and rights)

Who is going to buy it? Test the appeal of the design to your potential market

What goes in the range?

Number of bespoke lines?

Who makes it – what products can they supply?

Min production runs / order quantities?

Who designs it – cost of design and origination (and packaging if needed)?

Overall commitment value as a % of your budget

Check lead times

Stage 2 – Development

1. Quotes from suppliers for design work
2. Design development to sign off design
3. Check cost price and perceived value sell price
4. Branding and how your logo appears and if you want the suppliers logo
5. Check bar codes can be applied by supplier
6. Colour consistency across different materials eg ceramic, textiles, paper

Stage 3 – Implementation

1. Check margin can be achieved before committing to the production
2. Proofing and prototypes to sign off production run
3. Raise order and clearly state all costs and delivery date
4. Quality control on delivery
5. Check bar code scans
6. Factor in time for returns/reprints