

NTUSU U-SHOP COMMITTEE



WHAT DO WE DO?

The U-Shop Committee oversees the day to day operations of the **U-Shop**, our very own merchandise store. Majority of our U-Shop's profits are contributed towards the NTU Student's Bursary.

We also

- Organize U-Hunt and Anniversary events
- Produce seasonal tees and merchandises
- Collaborate with external brands to bring limited edition merchandises

SHOP

KEY EVENTS



2023 Cotton Seasonal Tee



U-Shop



Graphic Tee

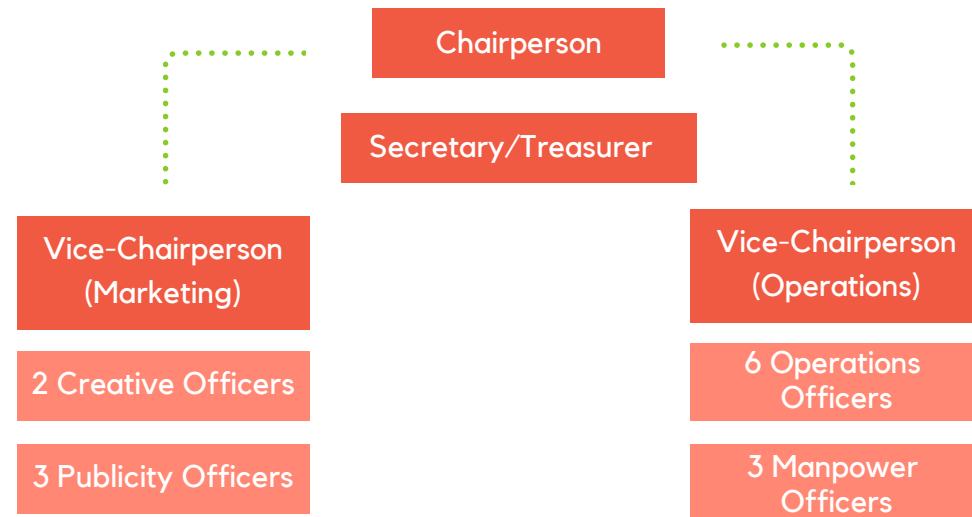


Hoodie Collection



NTUSU X Mizuno

HOW WE WORK



ROLES & RESPONSIBILITIES (LEAD COMMITTEE)

Chairperson

- Sets the **strategic direction** of U-Shop in alignment with SU's Vision and Mission
- **Oversee** and **lead** the U-Shop Committee to accomplish their roles and responsibilities
- **Collating reports** within the U-Shop Committee

Secretary/Treasurer

- Facilitate communications and **organize meetings** within the U-Shop Committee
- **Manages the finances** and **documentation** for U-Shop
- **Analyze** and **forecast** product **sales and profitability** to improve U-Shop's product portfolio

Vice-Chairperson (Marketing)

- **Manages** the **art direction** and **style** produced by the U-Shop Marketing arm
- **Reinforcing the brand image** of U-Shop as a warm and friendly environment for all members of the NTU community to enjoy

Vice-Chairperson (Operations)

- **Manages** the **daily operations** in U-Shop
- **Account** for inventory **discrepancies** and **refine operational processes**.
- **Forge** and **maintain** mutually beneficial **relationships** with external stakeholders

ROLES & RESPONSIBILITIES

Creative Officer

- **Identify** and **understand** customer's demands and needs
- **Increase** U-Shop's **product range** for the NTU student and staff population
- **Design** merchandises for **key** NTUSU/ U-Shop **events** such as, U-Shop Anniversary, NTUFest, and U-Study

Publicity Officer

- **Increase brand awareness** of U-Shop through digital **marketing**
- **Manage** the **storefront** and **layout** of U-Shop
- **Designs** social media **collaterals** and **lead** product **photoshoots**

Operations Officer

- **Manage** the **purchasing, inventory, and sales functions** to maximize U-Shop's operational efficiency
- **Foster** positive **relationships** with **suppliers** and **sales partners**

Manpower Officer

- **Manages** the **Student Assistants (SAs)** to maintain U-Shop's operational efficiency and ensure quality customer service
- **Schedules** the Student Assistants (SAs) for **work shifts** and **ensuring** timely **salary payment**

FREQUENTLY ASKED QNS

Are committee members required to work in the store?

Committee members are neither paid nor required to work in the store as we have Student Assistants! However, on the rare occasion of unforeseen circumstances, committee members might be called to help out!

What is the commitment level?

There are peak periods, especially during merchandise launches. However, as long as the committee work together and help each other, it is manageable.

Do you need experience?

Experience is not needed! Just be receptive to learning new things from your peers. However, having experience for the role you are interested in will definitely be beneficial for the team such as prior experience in creating social media collaterals for Publicity Team.