

Goals and objectives

- 1) Develop a directory of media outlets in all of the current and predicted future store locations. This directory will be composed of contact information for the media outlets such as: billboards, radio stations, television stations, trade shows, and any other appealing marketing outlets for out 60+ stores across nation.
 - a. Objectives:
 - i. Work closely with the stores to incorporate any information on marketing outlets they provide in our directory.
 - ii. Conduct research online to find and determine which are the most appropriate marketing outlets for sportsman's warehouse
- 2) Build a database of truck dealerships that our stores are currently working with or have worked with in the past with the intent to further develop partnerships with the dealership surrounding our stores for future events and promotions.
 - a. Objectives:
 - i. Work with the stores to determine the current relationships they have and assist in developing relationships with dealers.
 - ii. Conduct research online to recognize possible dealerships to develop relationships with.
- 3) Assist Event Coordinator in event setup and operation as well as build promotional packages to send out to our stores for events help at our stores.
 - a. Objectives:
 - i. Assist in setup and operations of a booth at a local trade show
 - ii. Assist in developing promotion packages for the ladies night events held at each store throughout the spring.