

Technology Products Management – '21

KIMBERLY BALL

DIRECTOR, TITAN SHOPS





Titan Shops

Cal State Fullerton

- 39,579 total students F22
- Primarily commuter campus
- \$13.3M sales, 3 on-campus locations
- 16 FT staff, 100 PT staff



Technology Products MGMT

- 1 FT Buyer, PT Assistant, PT sales floor associates & service technicians
- Primary categories
 - Apple
 - Dell
 - Accessories
- Trade-In Program
- Certified Repair Center
- Technology Payment plan (students & faculty/staff)



Technology Products MGMT





Technology Products MGMT

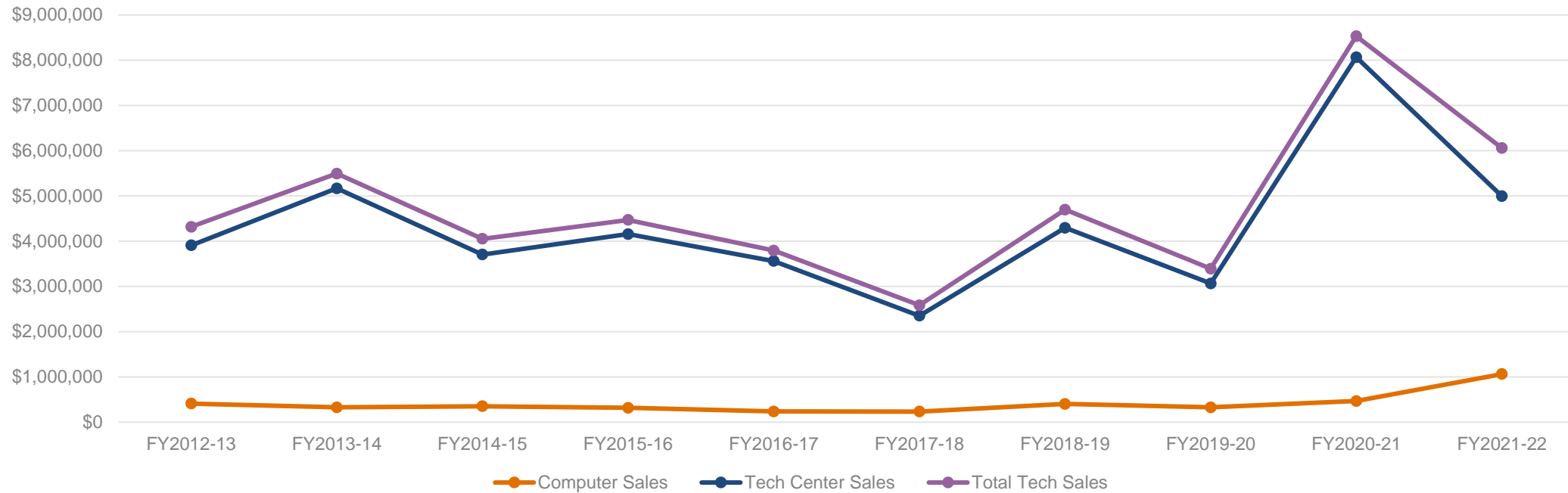
- Love/Hate
- Unpredictable
 - Primarily campus driven sales
- Great top line \$\$\$, BUT....
 - Minimal Margins
 - Apple Requirements
 - Inventory Risks
 - Impacts overall GM





Technology Products MGMT

Technology Sales





Technology Products MGMT





Technology Products MGMT

It's about the Service we can provide...

- Manage all aspects of the order
- Handle all order problems
- Hold inventory till campus is for delivery
- Ability to deliver anywhere on campus

The Service we are able to provide is due to....



Technology Products MGMT





Technology Products MGMT

Key Partners

- Campus IT
- Vendors
- Internal
 - Managers/Buyers
 - Logistics

Thank you!

QUESTIONS?

CONTACT: KBALL@FULLERTON.EDU

