

## Successfully Strategize for 2018 in 10 Simple Steps



Experience Quality  
Sound On the Go  
**IFC**

Versatility and  
Productivity at Your  
Fingertips  
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New PopSocket  
Designs are Here!  
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Save on BIC  
Displays!  
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Strategic planning will help you organize your goals for the year.



Businesses using strategic planning are 12% more profitable.

Source: visually

happy plugs  
STOCKHOLM

# WIRELESS

FASHION MEETS FUNCTION WITH THE



### In-Ear Earbuds Wireless with Mic

Happy Plugs In-Ear is simply a whole new headphone experience for your students' stylish everyday lives. With a 5-hour rechargeable battery life, students can wear it and play music all day long. They'll hear: Low, rich bass and amazing clarity, sounding better than most wired headphones. They can control their calls and music with the built-in mic and remote. Comes with extra ear tips in sizes small, medium, and large.

DSC#	Vendor#	Color
113820	7881	Black
113822	7883	Blush
113821	7882	Nude
113823	7880	White

**SRP \$60.12**

[Shop Now »](#)

happy plugs  
STOCKHOLM

# FREEDOM

HAPPY PLUGS WIRELESS COLLECTION



### Earbuds Plus Wireless with Mic

The Earbud Plus provides the same great sound quality by combining the simplicity of an Earbud and the sound experience of an In-Ear, making this headphone the best of two worlds. Happy Plugs Wireless features a minimalistic design with tasteful accents that blends with any style. With a 5-hour rechargeable battery life, students can wear it and play music all day long. They'll hear: low, rich bass and amazing clarity, sounding better than most wired headphones.

DSC#	Vendor#	Color
113816	7885	Black
113818	7887	Blush
113817	7886	Nude
113819	7884	White

**SRP \$60.12**

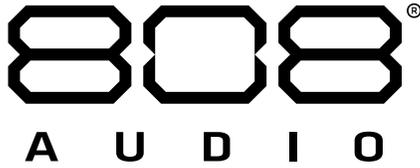
[Shop Now »](#)



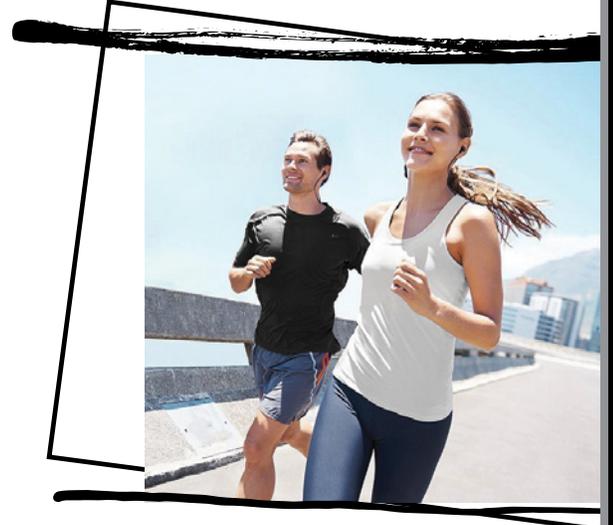


Strategic planning translates your mission and vision into actionable items for the year.

Source: visual.ly



# STUDIO-QUALITY SOUND ON THE GO



## EAR CANZ WIRELESS EARBUDS



The 808 EAR CANZ Wireless Earbuds offer students a best-in-class quality and immersion of sound with no strings attached, in a convenient and on-the-go form factor for their active lifestyle. Control volume and tracks, and take hands-free calls from the in-line microphone with uncompromising comfort and convenience. Experience the deep bass and smooth sounds in the dorm, gym, or on the quad without being tethered to a device.

### Key Features

- Enjoy music wirelessly from a smartphone or tablet
- Hands-free calling with built-in microphone
- Up to 6 hours of playtime from the rechargeable battery
- Lightweight, fully portable design that fits wherever students go
- Track, play/pause, and volume control
- Interchangeable tips and fins for customized fit

DSC#	Vendor#	Color
113088	HPA205BKP	Black
113089	HPA205BLT	Blue
113090	HPA205GRT	Green

**SRP \$48.10**

[Shop Now »](#)





Involving your employees in strategic planning will promote engagement.



B R Y D G E

**Work Like a Pro.  
Look Like a Pro.**  
Introducing the  
Brydge 10.5!



**Brydge 10.5 Aluminum Bluetooth® Keyboard**

The only keyboard to truly bring a MacBook® like experience to the new iPad® Pro. Precision engineered out of high-grade aluminum, the Brydge 10.5 takes the style cues of the iPad Pro and forms the perfect keyboard, creating the ultimate mobile productivity device. Versatile viewing angles from 0 - 180° through a strong patented hinge. Set the desired angle for high productivity and comfort. LED Backlit keys provide the ultimate typing experience in low to no light conditions. 3-month battery life. Bluetooth® 4.0.

DSC#	Vendor#	Color
113396	BRY8003	Gold
113398	BRY8004	Rose Gold
113392	BRY8001	Silver
113394	BRY8002	Space Grey

**SRP \$168.37**

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# 10 STEP STRATEGIC PLANNING PROCESS

Strategic planning is essential to communicate and prioritize your goals for the year and the actions needed to achieve them. It's important to outline your strengths and weaknesses and define what makes your store unique so you can better serve your students. If you take the time to complete each step below, you'll be well on your way to a successful school year!

START!



## 1 Gather your team

Take half a day or a full day. Include employees from all key areas. Take turns leading the session.

## 2 Do a SWOT analysis

4 pieces of large paper. Brainstorm actively—EVERYONE talks!



## LOOK

### 3 ...at competitors

There is always competition for your students' dollars—outline who your competitors are and what their core advantage is.

#### How can you differentiate?

Do they offer any products or services that you need to add?

**Pro Tip:** Offer a unique loyalty program and reward students for their frequent purchases.

### 4 ...at your markets

How are they changing? Where can you sell deeper?

#### What are students asking for?

How can you communicate with them?  
Any market specific opportunities or threats?

**Pro Tip:** Offer in-store demos and provide students with a hands-on experience.

## 5 ASK ...your employees

### What makes your job easier?

What are the top issues you keep running into?  
What do you think we need to do to get to the next level?

**Pro Tip:** Provide training for more in-depth product knowledge to support educated purchases.

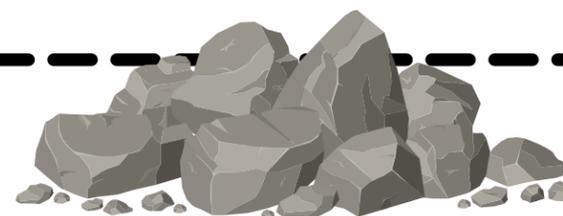


## 6 ...your customers

**What can we do better?** What do your students value as important (better prices, faster service, etc.) and how can you deliver?

**Pro Tip:** Carry on-the-go products that make a student's day easier.

## AIM



## 7 Identify your Big Rocks

What are the top 3-5 things you will work on this year that will take your store to the next level?

## 8 List tasks for each Big Rock

This is what we need to do to move each Big Rock. Write it down, assign deadlines and responsibility for each.

**Pro Tip:** Provide a more personalized service by committing to learn your students' names.

## 9 Meet regularly to work on and report progress

Weekly or monthly depending on the task, with whichever employees are responsible for each task.

## TRACK



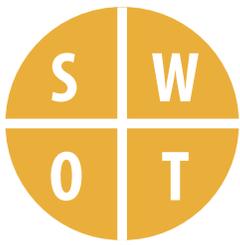
## 10 REPEAT EVERY YEAR!

**Pro Tip:** Start planning before the year is over to ensure successful start to the next year.

Read up on more topics like this on our blog! [retailconnection.dstewart.com](http://retailconnection.dstewart.com)

Source: Red Sage Communications inc.





Define both opportunities and threats so you can accurately create a plan to address each.

Source: visual.ly

# Get Creative with Adonit Ink

## Finally, a Windows®-Specific Stylus



### Adonit Ink Stylus

Write and draw in exquisite detail with Ink's 1mm fine point tip. Certified by Microsoft®, Ink provides a turnkey stylus solution to any Windows device. To emulate real handwriting, lines will appear thicker or thinner depending on how hard users press with Ink while drawing. Enjoy even more creative time with Ink's 80-hour battery life and easily charge it with any micro USB.



DSC#	Vendor#	Color	SRP
113863	ADIB	Black	\$54.11
113865	ADIMB	Midnight Blue	\$54.11
113864	ADIS	Silver	\$54.11

[Shop Now »](#)

# Charge Mobile Devices On the Go

## Never Run out of Space for Cables



### Allocacoc Portable USB Power Bank

This 5000mAh portable power bank has a battery level LED indicator, IEC port, and Micro USB port. It has a AC powered 4-port USB bank with battery inside, enabling students to charge their mobile devices on the go. These ports function for data transfer as well as for charging, offering a solution for the lack of USB ports on contemporary devices.



**DSC# 113761 | Vendor# 9401/USBANK | SRP \$42.03**

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Prioritize each objective so everyone is aligned and working towards the same goal.

Source: trainingcoursematerial.com



# POPSOCKETS

## DC AND MARVEL POPSOCKETS ARE HERE!



Add a single PopSocket, or a pair of PopSockets, to the back of almost any mobile device to transform its capabilities. PopSockets "pop" whenever students need a grip, a stand, an earbud-management system, or just something to play with.

Description	DSC#	Vendor#
Wonder Woman Icon	113492	101581
Batman Icon	113493	101582
Superman Icon	113494	101578
Autobot Icon	113495	101758
Decepticon Icon	113496	101759
Captain America Shield Icon	113497	101772
Spider-Man Icon	113498	101774

**SRP \$18.03**

[Shop Now »](#)



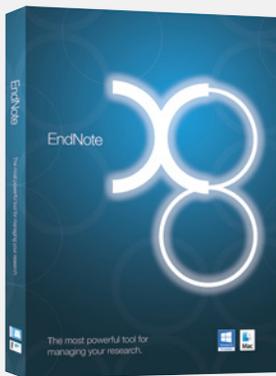


By tracking progress, you will be able to identify where you are succeeding and where you are falling short.



# Reference Management Made Easy

Leave behind the tedious work of reformatting bibliographies, finding full text, and searching for references



Research collaboration has taken on a whole new meaning in the digital age. Your users may be spread all over, with access to different resources, but they still need to work together in order to produce truly novel research.

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Share the entire *EndNote* library, including references, PDFs, and annotations with up to 100 people. Everyone can add to, annotate and use the library—at the same time.

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Student Edition | DSC# 105985 | VENDOR# 42016714 | SRP \$151.48

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Research where your students are shopping and reach them on the platforms they are active on.

Source: smartinsights.com

# Inspiration Paired with Innovation

## Bring Your Notes to Life



### LiveScribe Echo Smartpen

Users hear, say, and write, while linking audio recordings to their notes. They can quickly replay audio from Livescribe paper, a computer, or a mobile device—all with a simple tap on the handwritten notes. It's never been easier to take notes and stay organized.

#### 1. Micro-USB Connector

Transfers notes and audio to a computer and recharges a smartpen using a USB connection.

#### 2. Audio Jack

Standard 3.5mm jack fits earphones or the Livescribe 3-D Premium Recording Headset to enable binaural recording.

#### 3. OLED Display

High-contrast OLED display.

#### 4. Microphone

Lectures and meetings are captured with crisp, clear sound.

#### 5. Built-in Speaker

Built-in speaker produces rich, full sound to play back recorded audio.

#### 6. Memory Storage

2GB model holds 200 hours of audio.

#### 7. Ergonomic Grip

The ergonomic grip design provides comfort during long meetings and lectures.

#### 8. Replaceable Ink Tip

The ink cartridge is removed by pulling it out with the fingertips. A new cartridge is then inserted until it clicks into place.

**What's Included:** 2GB Echo Smartpen, Livescribe Connect Basic, Livescribe Desktop software, 500MB of personal online storage, starter dot paper notebook, micro USB cable for charging and data transfer, Interactive Getting Started Guide, Smartpen Tips and Tricks, two ink cartridges, and one smartpen cap.

DSC# 98825 | Vendor# APX-00008  
SRP \$216.43



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Outline what success looks like for your store and use that as you build your strategy for the year.

Source: trainingcoursematerial.com

## Stay Informed on Retail Connection



A Blog by The Douglas Stewart Company



Check it out at: [retailconnection.dstewart.com](https://retailconnection.dstewart.com)

Stay up-to-date on trending topics and learn innovative tactics to drive sales in your stores with Retail Connection. This blog is your resource for relevant information that will help make your stores successful.

### Categories we regularly cover:

- Customer Service Tips
- Best Practices
- Retail Trends and Tips
- Helpful How To's
- Marketing Tips
- Merchandising Solutions
- Social Media Explained

These articles and infographics are an easy way to stay informed, with no shortage of realistic tips and tricks you can try in your own store.

### Don't Know Where to Start? Here are 5 Must-Read Articles

[15 Memorable Student Appreciation Ideas »](#)

[How To: Make Your Store a Destination »](#)

[Tips and Tricks: Social Media Sites Explained »](#)

[Love it or Hate it: the Pros and Cons of Self-Checkout Kiosks »](#)

[The Purchasing Power of College Students »](#)

