



# PBR Cowboy Bar Nashville

Retail Merchandise  
Operating Manual



# PBRCowboy Bar – Nashville

## *Merchandise Program Intro*

- 29 Branded items
  - Combo of apparel & hard goods
  - Most featuring PBR Nashville specific graphics
- Supported by online inventory mgmt./replenishment platform
  - Exclusive to Nashville location
  - Easy, just-in-time ordering at store
  - Know what's available in real time
- Items serviced/shipped as needed from EDR, Inc. (CT)
  - One business day fulfillment
  - Three business day UPS Ground transit



# PBRCowboy Bar – Nashville *Merchandise Program*



- Initial Item Collection on the following pages
- This is a trial set.
  - We are looking for staff observations, ideas & feedback re: what sells well (and what doesn't)
- All new ideas welcomed!
  - None are too small or foolish
  - Reach out 24/7 – [kenm@edrinc.net](mailto:kenm@edrinc.net)

# Ladies Garments



Micro Rib Cropped Baby Tee



Sizes: XS,S,M,L,XL

Lightweight  
Crop Crew  
Pullovers



Sizes: XS,S,M,L,XL



# Ladies Garments



Jersey Racerback Tanks



Sizes: S,S,M,L,XL,2XL

Micro Rib Cropped Baby Tee



Sizes: XS,S,M,L,XL

# Men's/Unisex Garments



Sizes: S,M,L,XL

Front



Back

Cotton Tees



Sizes: S,M,L,XL,2XL,3XL



# Men's/Unisex Garments



## Lightweight Hoodies



Sizes: S,M,L,XL,2XL,3XL





# Trucker Caps



Screen printed front



Embroidered logo



Embroidered front



Embroidered logo



Embroidered front w/glitter



Embroidered logo



Debossed leather patch front



Embroidered front





# Linen Cowboy Hats



White



*All with PBR Hat bands*

Pink



Black

**Sizes: OSFM**

# KEYTAGS



Leather Chaps Key Tag



Metal Chaps Key Tag



Mini Buckle Key Tag

# DRINK WARE



Side one



Side two

Leather can koozie



Side one



Side two

Leather Wrapped Copper Flask



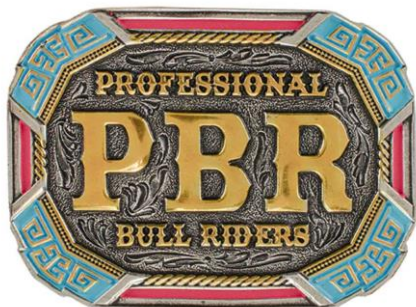
# BELT BUCKLES



PBR Flag Buckle



PBR Oval Star Buckle



PBR Riders Turquoise Buckle



Custom Beverage Buckle



Belt blanks included in set for those who want to wear their buckles immediately

*Buckle front flips down to hold beer can/bottle*





# Getting Your Merchandise . .



- Your merchandise is made and warehoused by EDR, Inc. for fulfillment out of Connecticut
- We will endeavor to fulfill all orders from PBR Nashville in one business day
- Shipping will take another 2-3 business days depending upon your shipping selection
- PBR-Nashville will not be billed directly for your merchandise. Billing will, instead, be routed through corporate.
- Merchandise pricing includes fulfillment charges but UPS shipping to Nashville will be at cost.



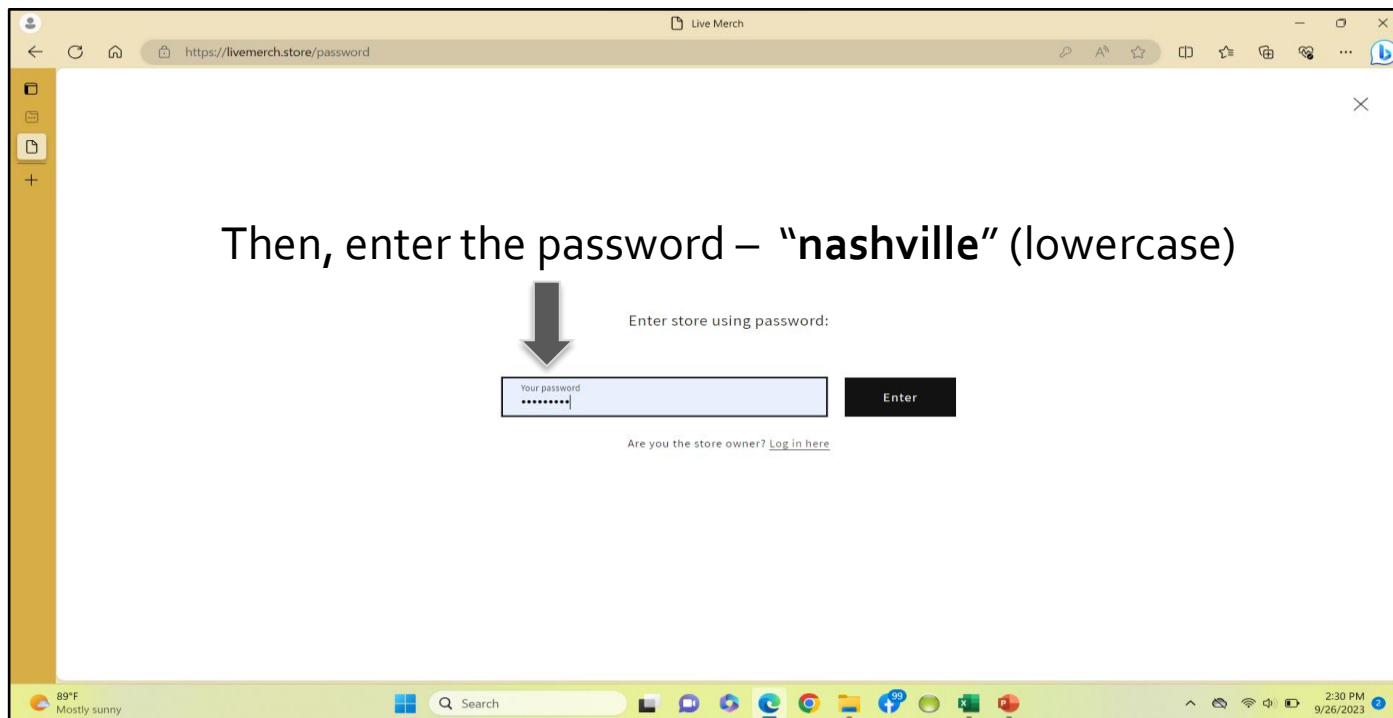
# Your Own Online Merchandise Portal. .

- All of your merchandise is available via a dedicated online inventory management/ordering platform
- Access it via: [www.livemerch.store](http://www.livemerch.store)
  - Password: **nashville** (all lower case)
- Easy, point-and-click selection and ordering
- No cash transactions, all billed through corporate
- Receipts emailed to designated store personnel
- Portal tutorial on following pages
- We strongly encourage you to place orders on Mondays
  - Greatest likelihood that orders will be received before the weekend



# Accessing the Merchandise Portal

- Open up a web browser connected to the internet
- In the browser bar, enter: [www.livemerch.store](https://www.livemerch.store)





# Your Home Page

Order Merch   Reach EDR   Run Reports   Access Training



Live Merch   Catalog   Contact   View Reports   Training Manual



# Click on "Catalog"



Live Merch

Home

Catalog

Contact





# You're In!

From here, you can scroll through the items (2 pages) to select what you would like to order using the up/down arrows to the right of the screen.

Live Merch   Home   Catalog   Contact

Search   Cart

## Products

Filter: Availability ▾   Price ▾

Sort by: Alphabetically, A-Z ▾   29 products

American Flag Belt Buckle

Black Leather Chaps Replica Opener/Key Tag

Custom Beverage Buckle

Side one

Side two

Genuine Leather Can Koozie

# Check Item Availability



Check on item in-stock availability by clicking here

Live Merch   Home   Catalog   Contact

Products

Filter: Availability ▾   Price ▾

Sort by: Alphabetically, A-Z ▾   29 products

American Flag Belt Buckle

Black Leather Chaps Replica Opener/Key Tag

Custom Beverage Buckle

Side one



Side two


Genuine Leather Can Koozie




# Click on an item to view details and order

Products


Live Merch [Home](#) [Catalog](#) [Contact](#)  




American Flag Belt Buckle




Black Leather Chaps Replica Opener/Key Tag



Custom Beverage Buckle




Side one




Side two

Genuine Leather Can Koozie





Side one





Side two



Genuine Leather Wrapped Copper Flask



Ladies' Cropped Fleece Crew (Black)



Ladies' Cropped Fleece Crew (White)



Ladies' Cropped T-Shirt (Pink)





# Review/Order Your Selection

Each item page will show you the item description, available sizes (if apparel) and the quantity available for you to select.

Live Merch Home Catalog Contact

LIVE MERCH

## Ladies' Cropped Fleece Crew (White)

Only 3 left in stock

Size

XS  S  M  L  XL

Quantity

- 1 +

Add to cart

Share

Choose a size

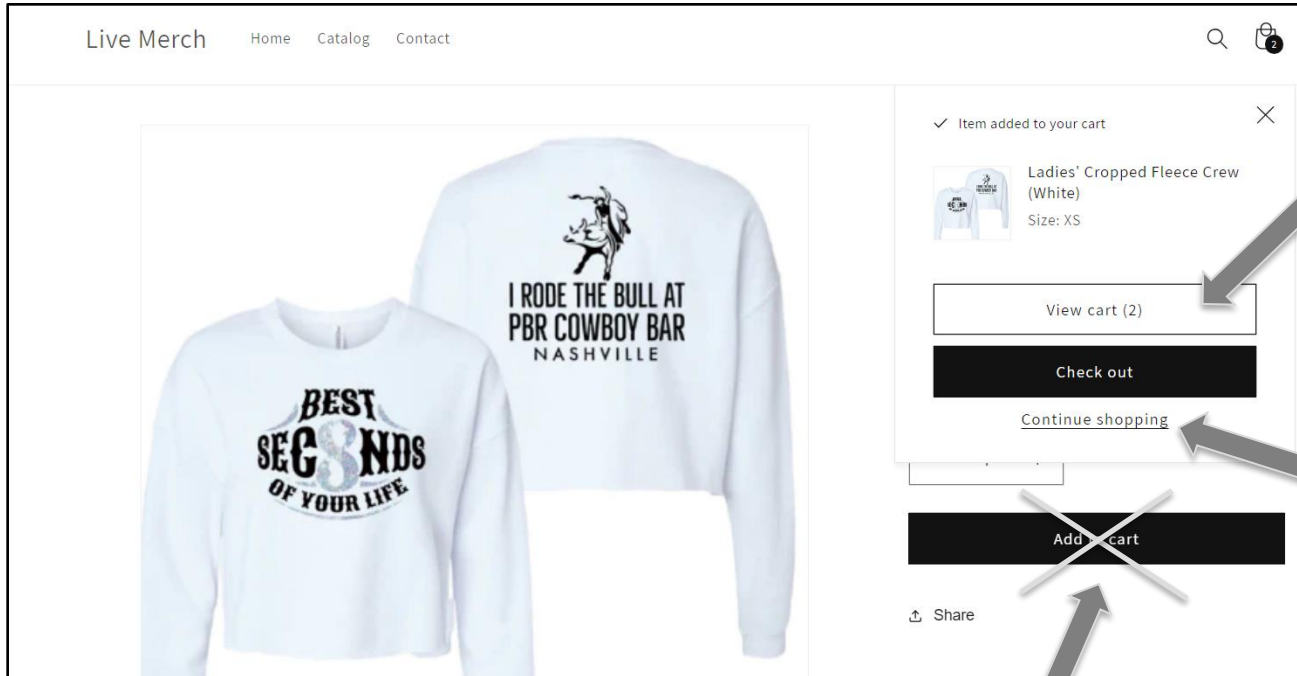
Choose quantity

Add to cart

**NOTE:** If you choose not to order this item, click “Catalog” to return to item menu



# Once you've selected an item . . .



If you're done selecting items, click **"View Cart"**

If you want to select more items, click **"Continue Shopping"** and follow the same steps to add additional items

Do NOT click **"Add to Cart"** again on this page. It will duplicate your order!

# If you are ordering apparel . .



- When ordering apparel, if you want to order additional sizes, clicking on the “X” in the upper right corner of the screen will return you to the ordering page for the same item
- This allows you to select additional sizes
- Follow the same steps as you did with the first apparel item in the set
- When done, click “Catalog” to return to the main item menu

Click the “X”  
to order  
more sizes





# When done ordering apparel sizes. . .



If you're done selecting **ALL** items, click **"View Cart"**

If you want to add *other* items to your order, click **"Continue Shopping"** and follow the same steps to add additional items

Do NOT click **"Add to Cart"** again on this page. It will duplicate your order!



# After selecting items, *View Your Cart* . .

Your cart

[Continue shopping](#)

Live Merch Home Catalog Contact

	\$0.00	- 2 +		\$0.00
	American Flag Belt Buckle \$0.00	- 4 +		\$0.00
	Ladies' Cropped Fleece Crew (White) \$0.00 Size: XS	- 2 +		\$0.00

Estimated total \$0.00 USD

Taxes, discounts and shipping calculated at checkout

[Check out](#)

If you want to add to your order, click **“Continue shopping”**

Edit your selected quantities per item Here

After you are satisfied with your selections, click **“Check Out”**

# Once you have clicked "Check Out" . .

Begin typing  
"PBR" here  
And the field  
will  
Auto-populate

Once the fields  
are filled, click  
on "Continue  
to shipping"

### Live Merch




[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

#### Contact

  
 Email me with news and offers

#### Shipping address

  
   
  
  
    
 Save this information for next time

	Genuine Leather Can Koozie	Free
	American Flag Belt Buckle	Free
	Ladies' Cropped Fleece Crew (White) XS	Free
Subtotal		\$0.00
Shipping		Calculated at next step
<b>Total</b>		USD <b>\$0.00</b>



# Choose your shipping option..



- **NOTE:** Shipping is NOT free. Live! will be billed at cost for UPS shipping on each order.
  - Shipping will be billed monthly to corporate and applied to Nashville's account
- Select the best option for you considering desired timeline and your cost.

**Step #2:**  
Enter the promo code "SHIP"

**Step #1:**  
Choose your option, with attention to the cost

## Live Merch

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact [nwilliams@pbrcowboybar.com](#) [Change](#)

Ship to [128 2nd Avenue North, Nashville TN 37201, United States](#) [Change](#)

## Shipping method

- UPS® Ground 3 business days \$7.95
- UPS 2nd Day Air® 2 business days \$11.97
- UPS Next Day Air® 1 business day \$36.70

[Return to information](#)

[Continue to payment](#)

1 Ladies' Cropped Fleece Crew (White) XS Free

Discount code  [Apply](#)

Subtotal	\$0.00
Shipping	\$7.95
<b>Total</b>	<b>USD \$7.95</b>

# Shipping Options



- After entering the promo code “SHIP”, you will see that shipping costs are zero’d out
  - This is, expressly, to allow the transaction to process without payment

## Live Merch

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)


Contact	nwilliams@pbcrowboybar.com	<a href="#">Change</a>
Ship to	128 2nd Avenue North, Nashville TN 37201, United States	<a href="#">Change</a>

## Shipping method

<input checked="" type="radio"/> UPS® Ground 3 business days	\$7.95 <b>Free</b>
<input type="radio"/> UPS 2nd Day Air® 2 business days	\$11.97 <b>Free</b>
<input type="radio"/> UPS Next Day Air® 1 business day	\$36.70 <b>Free</b>

[Return to information](#)

[Continue to payment](#)

	Ladies' Cropped Fleece Crew (White) XS	Free
Discount code		<a href="#">Apply</a>
SHIP X		
Subtotal		\$0.00
Shipping		\$7.95 Free
SHIP		
<b>Total</b>		USD <b>\$0.00</b>

After you have entered your discount code, click “**Continue to payment**”

# Complete Your order . .



- You will see that all charges will show as "\$0.00" or "Free" (it's not!)
- Billing will be processed through corporate


### Live Merch

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact	nwilliams@pbrcowboybar.com	<a href="#">Change</a>
Ship to	128 2nd Ave N, Nashville TN 37201, United States	<a href="#">Change</a>
Shipping method	Standard - Free	

### Payment

All transactions are secure and encrypted.



Your order is free. No payment is required.

### Billing address




Select the address that matches your card or payment method.

Same as shipping address

Use a different billing address

[Return to shipping](#)

[Complete order](#)

 2	Genuine Leather Can Koozie	Free
 4	American Flag Belt Buckle	Free
 2 XS	Ladies' Cropped Fleece Crew (White)	Free
Subtotal		\$0.00
Shipping		Free
<b>Total</b>		USD <b>\$0.00</b>

Click here and you're done!

# Run a Report . .



- The platform can tell you:
  - Remaining inventory at EDR for each item
  - The rate at which you are consuming inventory
    - Adjustable time period
  - Order history
    - Adjustable time period



# Run a Report . .

Return to "Catalog" and then click here to run reports

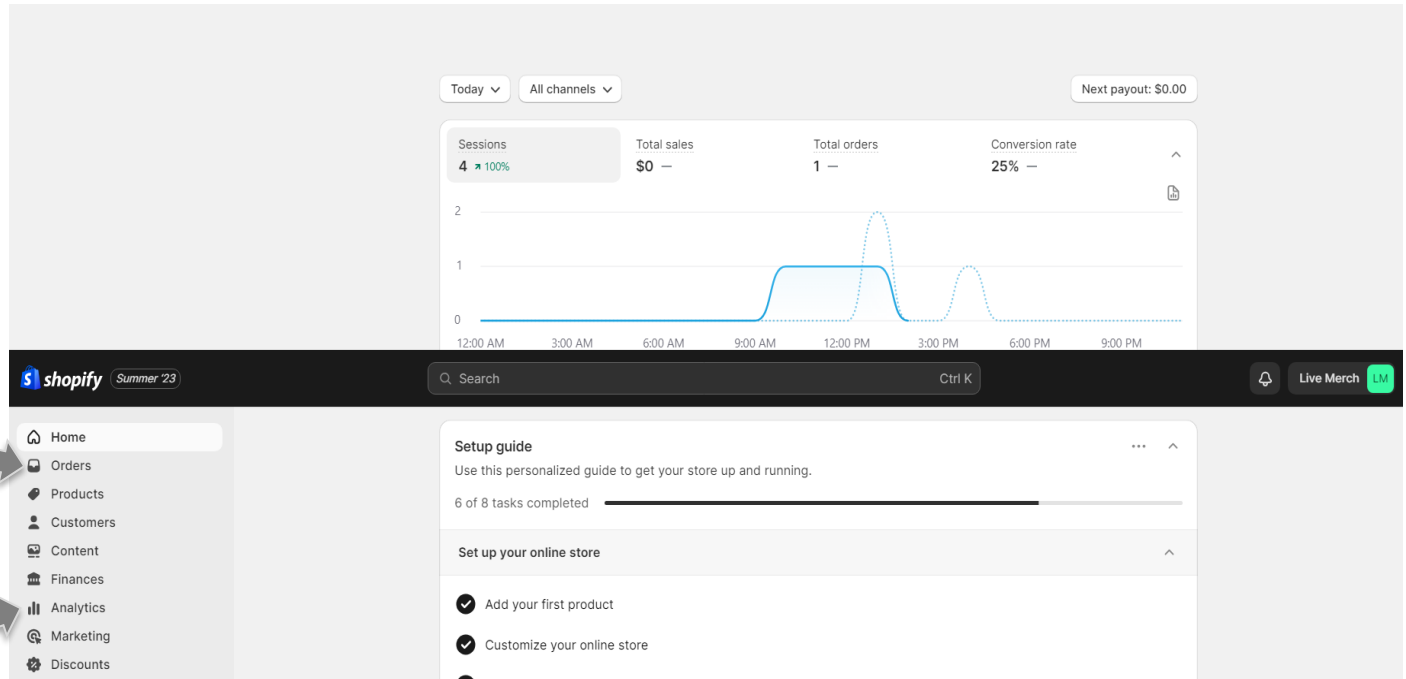
Live Merch [Catalog](#) [Contact](#) [View Reports](#) [Training Manual](#)



# Running a Report



See Order History  
"Orders"



Review inventory and velocity  
"Analytics"







# Review Orders

Adjust date range here

- See all orders/status within selected timeframe
- Open an order to inspect detail
- Cancel an order if not yet fulfilled
- *Take no other actions here!*

**Orders** Export Create order

7 days    Orders: 6 —    Ordered items: 762 —    Returned items: 162 —    Fulfilled orders: 0 —    Delivered orders: 0 —    Time to fulfill: 0 min —

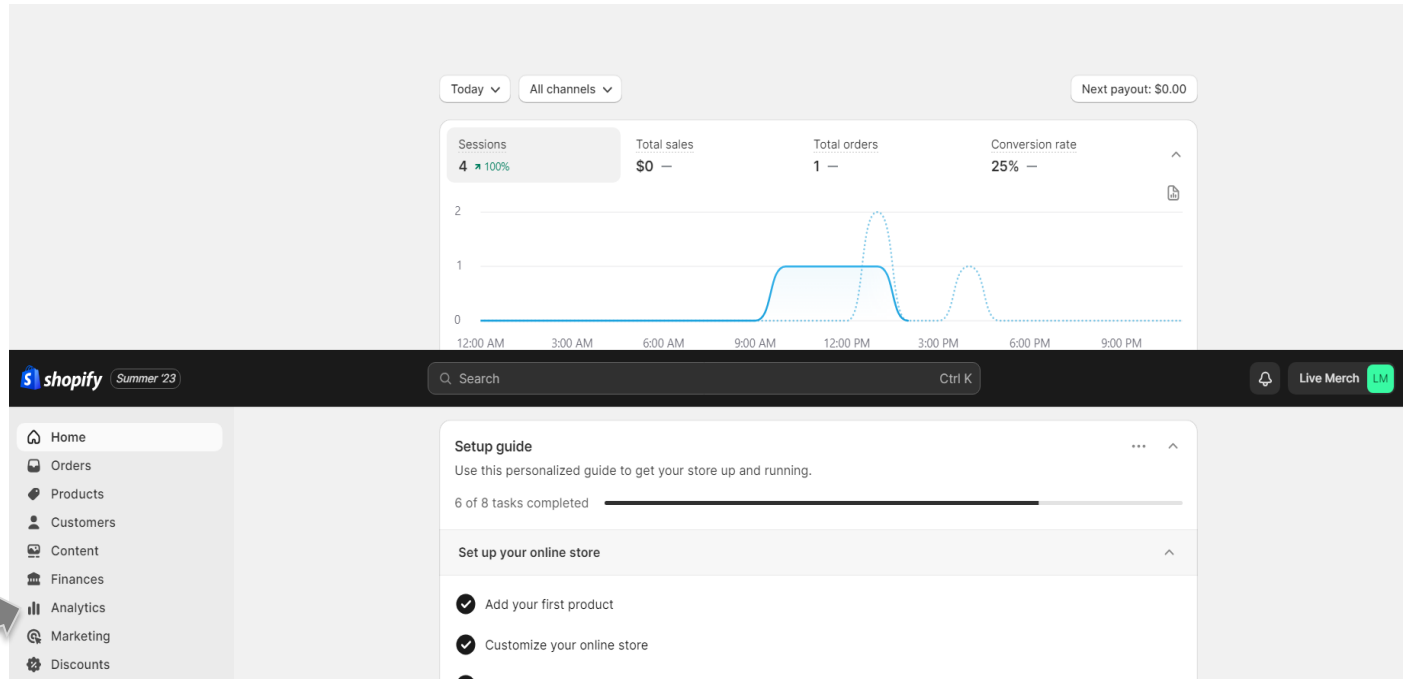
All ▾    Unfulfilled    Unpaid    Open    Closed    +

<input type="checkbox"/>	Order	Date	Customer	Channel	Total	Payment status	Fulfillment status	Items	Delivery status	Delivery method	Tags
<input type="checkbox"/>	#1007	Today at 12:10 pm	PBR-Cowboy-Bar-Nashville	Online-Store	\$0.00	Paid	Unfulfilled	0 items	Standard		
<input type="checkbox"/>	#1006	Tuesday at 04:44 pm	PBR-Cowboy-Bar-Nashville	Online-Store	\$0.00	Paid	Unfulfilled	0 items	Standard		
<input type="checkbox"/>	#1005	Friday at 07:06 pm	PBR Cowboyy Bar Nashville	Online Store	\$0.00	Paid	Fulfilled	171 items	Standard		
<input type="checkbox"/>	#1004	Friday at 06:55 pm	PBR Cowboyy Bar Nashville	Online Store	\$0.00	Paid	Fulfilled	164 items	Standard		
<input type="checkbox"/>	#1003	Friday at 05:40 pm	PBR-Cowboy-Bar-Nashville	Online-Store	\$0.00	Paid	Unfulfilled	0 items	Standard		
<input type="checkbox"/>	#1002	Friday at 04:46 pm	PBR Cowboyy Bar Nashville	Online Store	\$0.00	Paid	Fulfilled	44 items	Standard		
<input type="checkbox"/>	#1001	Friday at 03:30 pm	PBR Cowboyy Bar Nashville	Online Store	\$0.00	Paid	Fulfilled	213 items	Standard		



Check box to see order detail or cancel

# Review Inventory and Velocity

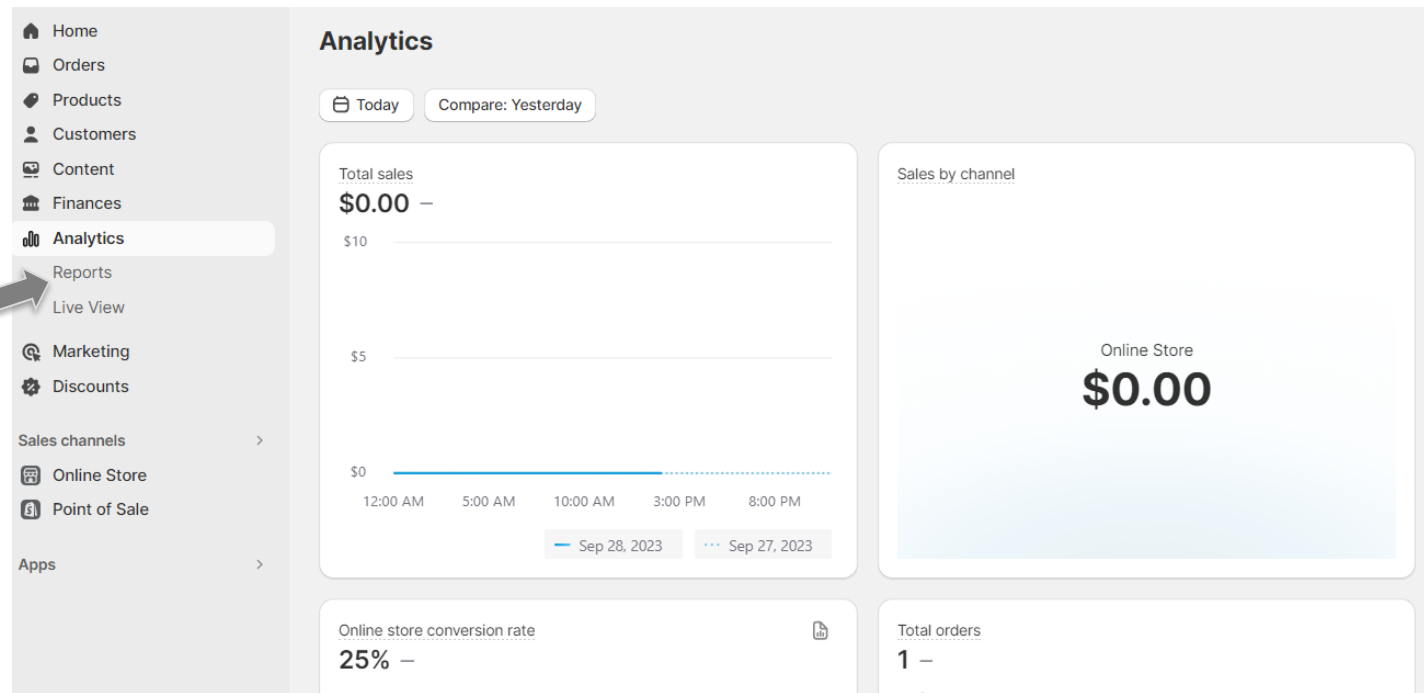


Click on  
**"Analytics"**



# Review Inventory and Velocity

Click on  
"Reports"



# Review Inventory and Velocity



Click on  
"Sell-through"  
to see remaining  
inventory at EDR  
AND quantity pulled  
by PBR over  
selected  
timeframe

**Reports**

Filter reports

Authors 1 Categories 1 Benchmarks available

Name	Category	Last viewed
Sell-through rate by product	Inventory	Sep 28, 2023
Percent of inventory sold	Inventory	Sep 28, 2023
Month-end inventory value	Inventory	Sep 28, 2023
Average inventory sold per day	Inventory	
Month-end inventory snapshot	Inventory	



# Review Inventory and Velocity

Select date range here

What's left At EDR

Amount pulled By PBR in date range

← Sell-through rate by product About Print Export

Data for this report is available up to Sep 25, 2023

Aug 26-Sep 25, 2023

Product title	Variant title	Variant SKU	Starting quantity	Ending quantity	Quantity sold	Sell-through rate
<b>Summary</b>			<b>562</b>	<b>539</b>	<b>754</b>	<b>58.30%</b>
Ladies' Cropped T-Shirt	M / Red	Ladies Cropped Tee-Red-M	12	0	22	100.00%
Ladies' Cropped T-Shirt	L / Red	Ladies Cropped Tee-Red-L	12	0	22	100.00%
Unisex Jersey T-Shirt	L / White	Unisex Tee-White-L	12	0	12	100.00%
Ladies' Cropped T-Shirt	S / Red	Ladies Cropped Tee-Red-S	12	0	12	100.00%
Ladies' Jersey Racerback Tan	L	Ladies Racerback Tank-Red-L	0	0	10	100.00%
Ladies' Jersey Racerback Tan	XL	Ladies Racerback Tank-Black-XL	6	0	10	100.00%
Ladies' Jersey Racerback Tan	XL	Ladies Racerback Tank-Red-XL	0	0	10	100.00%
Ladies' Jersey Racerback Tan	L	Ladies Racerback Tank-Black-L	6	0	10	100.00%

# Selling Your Merchandise



- Product merchandising kiosk display
- located in front lobby in front of PBR stairs
- Apparel and hats displayed on shelves and/or peg hooks
  - Important to display both front and back of most apparel as there are graphics on both sides
  - Most women's garments available in:
    - XS, S, M, L, XL
  - Most Men's/Unisex garments available in:
    - S, M, L, XL, 2XL, 3XL
- Small hard goods displayed in clear acrylic tower placed between beer tubs

# Selling Your Merchandise



- Merchandise Storage/Security:
  - In cabinets below display
  - Closet to the left of kiosk
  - Additional locked/dedicated storage closet in building
- Security:
  - Lockable glass doors to be installed on kiosk display
    - Lockable when kiosk is closed/unmanned
    - Closets to be locked
    - Acrylic display is lockable




















# Selling Your Merchandise



- Processing a transaction
  - All items are loaded into Shift4
  - Transactions are processed by scanning the barcode label on each garment and then following standard Shift4 steps
    - Scanning completed with handheld scanner tied to counter unit
- EDR can add pricing to barcode labels
  - *-BUT first round of merch needs price tags*
- In the event an item is missing a barcode label:
  - A SKU map is included on the following pages with a picture and a scannable barcode for each item
  - Please match the picture/color and size with barcode before scanning

# Scannable SKU Map



Bar Code Image	Item Description	Size	Color	Item Image
 Ladies Cropped Tee-Red-XS	Ladies' Cropped T-Shirt -1010	XS	Red	
 Ladies Cropped Tee - Red - S	Ladies' Cropped T-Shirt -1010	S	Red	
 Ladies Cropped Tee - Red - M	Ladies' Cropped T-Shirt -1010	M	Red	
 Ladies Cropped Tee - Red - L	Ladies' Cropped T-Shirt -1010	L	Red	
 Ladies Cropped Tee Red - XL	Ladies' Cropped T-Shirt -1010	XL	Red	
 Ladies Cropped Tee Pink - XS	Ladies' Cropped T-Shirt -1010	XS	Pink	
 Ladies Cropped Tee Pink - S	Ladies' Cropped T-Shirt -1010	S	Pink	
 Ladies Cropped Tee Pink - M	Ladies' Cropped T-Shirt -1010	M	Pink	
 Ladies Cropped Tee Pink - L	Ladies' Cropped T-Shirt -1010	L	Pink	
 Ladies Cropped Tee Pink -XL	Ladies' Cropped T-Shirt -1010	XL	Pink	
 White Camo Tee - S	White Camo Unisex Tee - 2182	S	White Camo	
 White Camo Tee - M	White Camo Unisex Tee - 2182	M	White Camo	
 White Camo Tee - L	White Camo Unisex Tee - 2182	L	White Camo	
 White Camo Tee - XL	White Camo Unisex Tee - 2182	XL	White Camo	



# Quality Issues

- We don't expect any!!
- EDR will stand behind all items
- If you receive wrong, damaged or less than 1<sup>st</sup> quality
  - Please separate and photograph items/damage
  - Photograph shipping cartons if damage appears to stem from damage in shipping
  - Email to [Elyse@edrinc.net](mailto:Elyse@edrinc.net)
    - Pictures
    - Description of issue
    - Order # (*found on packing list*)
  - We will make you whole!

# Accessing this Training Manual



Return to "Catalog" and then click here



Live Merch [Catalog](#) [Contact](#) [View Reports](#) [Training Manual](#) 🔍 📧



- Physical copy kept at merchandise kiosk
- This manual is also available via QR code – found on front cover of notebook



# Talk to EDR!!

- This merchandise program will get better and more successful with feedback
- What sells well?
- What would make an item better?
- What's not moving? And, if possible, thoughts about why
- What would you like to see added to the set?
  - New items, graphics, materials, etc.
- Everyone's ideas/opinions are valuable!!
  - Don't be shy!
- Send us a text, call or send an email:
  - ***Ken Meyers, EDR & Assoc., Inc.***
    - ***781-789-7937***
    - ***kenm@edrinc.net***



# Contacts:

- *You can contact us directly in one of two ways:*
- **Option #1: Send a message directly via email, text or call**
  - Ken Meyers
    - Sr. Acct. Mgr.
    - EDR and Assoc., Inc.
    - 781-789-7937
    - [kenm@edrinc.net](mailto:kenm@edrinc.net)
  - Elyse Santagata
    - Sr. Project Mgr/Production Coordinator
    - EDR and Assoc., Inc.
    - 203-751-2788
    - [elyse@edrinc.net](mailto:elyse@edrinc.net)
- **Option #2: Click on the “Contact” button on *LiveMerch.store* site**