

**Project Completion Report**  
**Rocky Mountains Cooperative Ecosystem Studies Unit (RM-CESU)**

**Project Title:** Comparing retail sales operations, merchandising and management of Intermountain Region Cooperating Associations

**Project Code:** UCOD-71, P11AC90528

**Type of Project:** Technical Assistance/Education

**Funding Agency:** National Park Service

**Partner University:** University of Colorado Denver

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**Start Date of Project:** August 1, 2011

**End Date of Project:** March 30, 2013

**Funding Amount:** \$7,984

Project Summary

The UC Denver intern ( Romy Bhattacharjee) polled and surveyed an extensive range of the local population via the internet and amongst University of Colorado (UCD) students to understand and analyze what drives visits at National Park cooperating association bookstores and what influences visitors' buying patterns.

The study the role of Cooperating Associations in operating bookstores at park units in the IMR, a team from the University of Colorado, Denver Business School conducted a study to create a baseline of information and look at factors contributing to sales in park bookstores, analyze the stores with respect to product mix, sales, marketing and operations and suggest recommendations to improve performance. The student intern conducted a survey of park bookstore managers (17), snapshot poll survey (85) and responses collected from UCD graduate and non-graduate students (93) in February-April 2012. The

recommendations of this study can be found in the powerpoint slide show posted on the RM-CESU web site.

**Number of students participating in this project:** One undergraduate intern

**Lessons Learned from this project:**

The survey highlighted deficiencies related to park approved scope of sales and other challenges faced by associations who strive to maximize profits. The study has helped inform park managers on how to increase contributions received from bookstore sales and improve communications to ensure more effective partnerships with their cooperating associations.

Also provided (for posting on the RM-CESU web site) is a powerpoint slide show on (8-10-12) titled: Intermountain Region Cooperating Association Study by UC Denver Department of Marketing.

**Other RM-CESU agencies or research partners who participated in this project:**

**None**