

How a High School Uses a Variety of Fieldhouse Services



PE uniforms, sports passes, dance tickets and graduation videos all sold online.

Online store available 24/7

(easy and convenient)

100's of customizable products

(no inventory to stock)

No-risk online bulk sales

(order fulfilled at close of sale)

Online Sales for: Graduation DVDs, Sports

passes, Dance tickets and more

(track sales and payments online)

"The best result of the switch to an online store is that it has led to tremendous growth of sales due to the convenience and variety we can now offer."

- Karl Heimbach
Athletic Director
Magruder High School

The Scenario

When Magruder's school store was exclusively on-site, it was time consuming for the athletic director who managed it, and was not very profitable to the school. In 2005, Magruder decided to use Fieldhouse to develop an online store that could eliminate much of the hassle of stocking inventory, staffing, taking orders and collecting payments.

Magruder now offers hundreds of school branded items from Fieldhouse without ever dealing directly with vendors or customers. The school makes 20% from every retail purchase, which has gone towards improvements of the school facilities. In addition to retail products, Magruder has found the online store useful for selling sports passes, prom tickets, registration fees and more. The sales for those items have totaled well over \$200,000. Bulk sales have also become easier. Most recently, students purchased physical education uniforms on the store. The order was fulfilled at the close of the online sale-eliminating excess inventory.

About Magruder High School:

Located in Rockville, Maryland

Col. Zadok Magruder High School is a member of Montgomery County Public Schools, the largest school system in Maryland. Enrollment for the 2007-08 school year was 2,086 students.