##  JMU BUSINESS ACTIVITY SYNOPSIS – University Policy 4501

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| Contact Name: |       | Date: |       |
| Office or Department: |       | Phone: |       |
| Email Address: |  | Supporting DeptID# |       |
| Activity Title: |  | Business Activity DeptID# |  |
| Please specify: | On-going OR Annual OR One-time | Activity Dates: |  |

**Merchant Information Form**

1. Describe how the business activity is important in the fulfillment of the university’s instructional, research, public service or campus support functions, and/or other educational and support activities, without regard to profit:

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1. Describe how the business activity is needed to provide an important good or service at reasonable price, on reasonable terms, and at a convenient location and time:

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1. Describe how the activity will be conducted for the primary benefit of the campus community but with sensitivity to the surrounding community:

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1. What type of goods and services will be provided? Will the activity include the sale of merchandise, substantially all which was received as gifts or donations?

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1. Describe how the activity will be conducted. Include whether the activity will be supported by volunteer workers or involve students as part of a training or learning experience:

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1. Provide a statement covering planned pricing policies, describing the clientele to be served and methods of customer solicitation that will be used:

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1. List primary alternative internal and external sources capable of providing comparable goods or services:

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1. Provide a statement indicating whether the activity will be conducted primarily for the convenience of JMU students and/or faculty and/or staff members, and will provide technically advanced equipment, facilities or services that are unique or not readily available in the geographical area routinely served by the university:

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1. Will the activity be repeated on a regular basis or on a sporadic/infrequent basis?

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1. Does the activity make use of the University Mark or other James Madison University trademarks? If so, authorized vendors must be used. Consult with JMU Foundation.

[ ]  Yes [ ]  No

1. What types of payments do you plan to accept?

Forms of Payment

 [ ]  ATV (Internal to JMU only)

 [ ]  Payment Cards

 [ ]  Check

 [ ]  Money Orders

1. Attach a cost benefit analysis showing expected costs and expected income related to this proposed business activity. A template may be requested from Cash & Investments.

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| Unit Head Name: |       | Email: |       |
| Unit Head Approving Signature: |       | Date signed: |       |

Submit completed business activity synopsis with cost benefit analysis to Cash & Investments, at MSC 5711, Massanutten Hall – Room 315.

7/23/2024