## 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