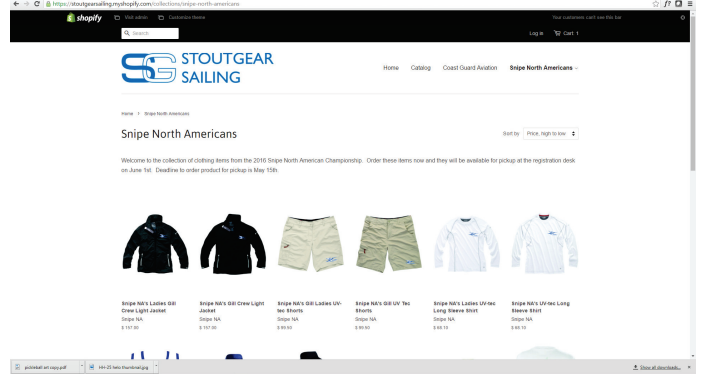
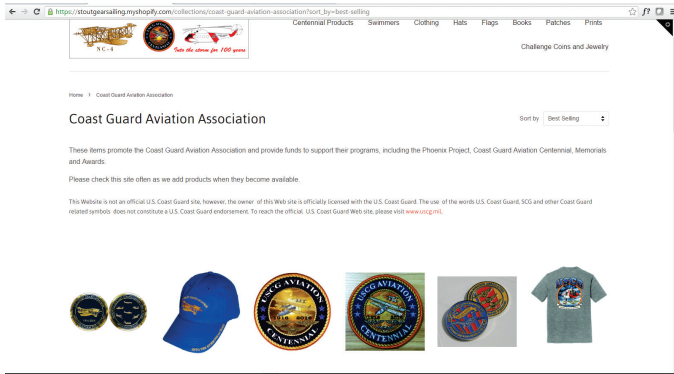




Welcome to Stoutgear's online store

<https://stoutgearsailing.myshopify.com/collections>



What is an online store

An online store is a purchasing point for your group or organization.

Management of your online store

Inventory

- management of inventory - reduce inventory expenses
- work with suppliers to keep minimal inventory in stock
- alert when low on inventory
- inventory available for special event sales

Shipping

- Daily shipping of orders
- Primary shipping method is USPS (click/ship)
- Hold for pickup at events

Product development

- He who has the artwork wins
- Select vendors for inventory/turn around times
- Flexibility in the product mix

UNITED STATES POSTAL SERVICE Shipment Confirmation Acceptance Notice

Notice to Receiver: This label and volume associated to this form only. Please match the label and volume being presented to the USPS employees with this form.

Type of Mail	Volume
Priority Mail®	15
Priority Mail Express™	0
International Mail®	0
Other	0
Total Volume	15

*Set time for products with service guarantee will begin when mail arrives at the local Post Office™ and items receive individual processing and acceptance scans.

USPS Action

- USPS EMPLOYEE: Please scan upon pickup or receipt of mail. Label form with customer or its customer's mail receipt.
- Employee verifies the package volume shown on the Package Weight Center Machine.
- If the volume on the machine matches the volume being collected from the customer, the employee should make the 1-YES selection by pressing the number 1 on the keypad of the handheld scanner, or on the keypad of the POS ONE terminal.
- If the volume on the machine does not match the volume being collected from the customer, the employee should make the 2-NO selection. The mail should still be collected and dispatched as normal.



to this

from this





Cost of an online store

1. One time Online store setup - physical and/or virtual
2. Monthly subscription fee of Shopify Store
3. Product expenses:
 - Insertion into the online store - per item
 - Storage of product – monthly fee per item
4. Artwork Development :
 - For products sold in store – built into the cost of products
 - Marketing materials for online marketing – per item
5. Shipping and handling – added to each order
6. MD State Sales Tax will be added to orders shipping within Maryland
7. Credit Card Fees – Approx 3% fee
8. Web site programming

Who are good online store customers

- Associations
- Class Reunions
- Events
- Retail stores
- Teams
- Clubs
- Businesses
- Volunteers
- Fund Raisers





Cost structure for Stoutgear Online Store

	Continuous Sales and Shipping Daily	Order Deadline for single production run
One time Online store setup	250.00 deposit	100.00 deposit
Monthly subscription fee of Shopify Store	90.00 per month	20.00 per production run
Insertion of product into online store	20.00 per item	20.00 per item
Storage of product - monthly fee per item	2.00 per item in bin 2.00 per boxes of backup stock	N/A
Marketing materials for online marketing - per item (Eblasts, Facebook posts, etc)	25.00 each	25.00 each
Shipping and Handling added to each order	approx 3.00 added to online customers freight	1.50 per order added to online customers checkout
MD Sales Tax added to each order	6% charged to online customer and paid by Stoutgear to Comptroller	6% charged to online customer and paid by Stoutgear to Comptroller
Credit card fees	approx 3.% charged back to owner of the store	approx 3.% charged back to owner of the store
Inventory	Inventory on the shelf is owned by owner of the store	No inventory, made to order

May 1, 2016