

STOUTgear

www.stoutgear.com

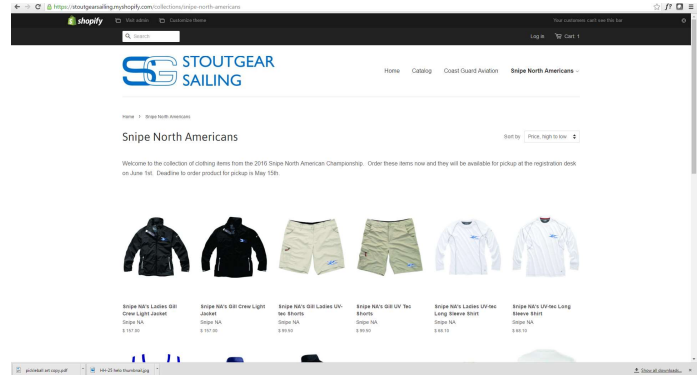
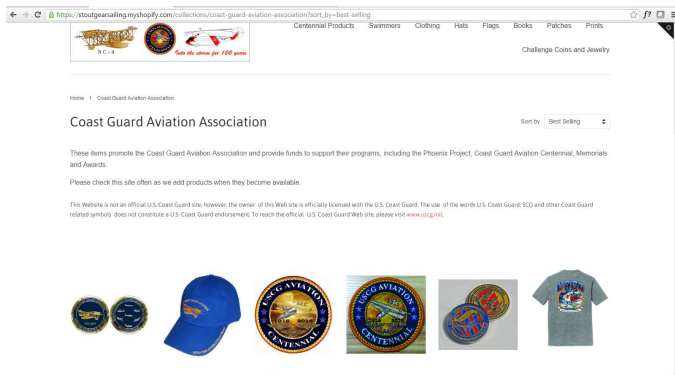


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P.O. Box 4367
Annapolis, Maryland 21403

410.268.1500 fax: 410.267.9063

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

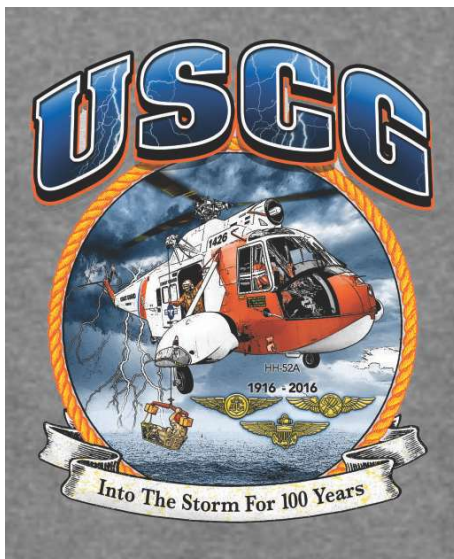
- management of inventory - reduce inventory expenses
- work with suppliers to keep minimal inventory in stock
- alert when low on inventory
- inventory available for special event sales

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



to this

from this



UNITED STATES POSTAL SERVICE

Shipment Confirmation Acceptance Notice

Mail Action

Note: To Mailbox: The labels and values associated in this form online, must match the labels packages being presented to the USPS employee with the form.

Shipment Date: 05/05/16

Shipped From:

LOREL I. STOUT
8710510246
3451 COHASSET AVE
ANNAPOLIS MD 21403-4020

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

*Start time for process with return guarantee will begin when mail arrives at the local Post Office™ and items receive initial processing and acceptance scan.

U. USPS Action

• USPS EMPLOYEES: Please scan upon pickup or receipt of mail. Leave form with employee or at customer's mail receptacle.

• Employees verify the postage values shown on the Postage Payment Center Mailbox.

• If the employee or the mail carrier notices the amount being collected is incorrect, the employee should advise the 1-800-ASK-USA helpline by pressing the number 1 on the keypad of the handheld scanner, or on the keypad of the POS ONE terminal.

• If the employee or the mail carrier cannot resolve the issue, they should inform the customer. The employee should make the BMD selection. The mail should still be collected and processed as normal.

USPS SCAN

9475 7036 9930 0151 9142 96

PS Form 3839, PSN 7530-10-000-4300, July 9, 2004



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	20.00 per month	20.00 per production run
Insertion of product into online store	12.00/item	12.00 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	3.00 per order added to online customers checkout
MD Sales Tax added to each MD shipping location 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

October 13, 2020

STOUTgear



What Type of Store is Good for Me

Do you want an online store that is open 24/7 so your members and others can purchase products at their convenience and location?

An online store that maintains inventory and can ship in a timely fashion allows you to sell to the world. Your members can order at their convenience and where ever they are located. Product can ship to any USA location.

Stoutgear maintains the store at their location. If inventory is in stock Stoutgear tries ship within 24 hours. As inventory levels get low reorders are placed with your authorization. There is monthly reconciliation to transfer sales money back to you.

For embroidered clothing little to no inventory is necessary as Stoutgear can manage creating the items as ordered and ship within 2 weeks.

Are you hosting an event and want items event specific for sale before, during, and after the event?

With pre-sales your event is not taking on much risk in inventory as everything is made to order. A typical pattern for merchandise sales is to offer the pre-sales, then have a small amount of stock at the event of the more popular items, and wrapping up with another online sale period for those that missed out on the pre-sales.

Stoutgear will be selling the products to you at our wholesale price. This allows for mark-up that will assist the event in creating more funds.

Do you have room to display products for sale at your location?

If you have a bricks and mortar location and room to display and sell your merchandise, Stoutgear can "hold" the bulk of the inventory in the store and supplement the stock at your location as needed.

If you are involved in an event and want to sell your online store products, Stoutgear can deliver the products to the event so you just show up and sell.

Do customers need specific brand named products or are they interested in generic products that are similar in style, performance, and material content?

Under Armour, Nike, Patagonia, Gill, etc are all popular and many folks pay high dollar for them. Stoutgear can put your logo on these items. Through the network of suppliers Stoutgear can also provide you with much less expensive alternatives.

Do you have artistic capabilities in house?

To keep a store fresh it is important to keep the product development loop working to come in with new and seasonal items. Stoutgear has artists that can help with design, and the in-house art staff will use the artwork to create the appealing product. If you have artists that want to assist in the product development loop, Stoutgear looks forward to working with them.