

Schoolholidayshop.com

Servicing schools for over 50 Years

Shop Planning Guide | Board Presentation

Schoolholidayshop.com provides you with a “Traditional School Holiday Shop”, but we also realize the changing times require innovative adjustments, the customized needs of our clients, time and space constraints, etc. Our “Gold Service Plan” provides you with over 25 free services, but if you need something special please call us at 800.645.6550 and we’ll do our best to accommodate you. Thank you for taking the time to consider our company.

New! “Gift Certificate Option” – Bring in lots of extra money, also convenient

- Send emails to family and friends – allow anyone you to know to fund purchases.
- Convenient & Safe – Instead of giving your child cash, purchase a gift certificate online
- Exchanged just like cash – (Example: if your child has a \$25 gift certificate and only spends \$21, they will get \$4 back in change)

New! “Wish List” Option (If you’re short on time or space)

- Amazing alternative to our traditional shop – perfect if you’re cramped for space, can’t find enough volunteers or enough time – the “Wish List” format is for you
- Quick and easy – just walk the kids through to view the items with one of our supplied budget envelopes.
- The budget envelopes go home with the kids – next day, they pay and you account for their purchases and send us the order.
- Easy accounting and pricing – we provide a tally sheet for you

Updated Services

- **“No Count Inventory” option – just count up what you took in and send us back the goods; this is a huge time saver..!**
- Cash register App 3.0 – simply program 10% or 20% markup or customize it.
- Upgraded packaging of all of our products – they look great...!
- Accept credit card purchases via the cash register app – perfect for night time or weekend shops or parents & teachers that visit the shop.

100% Risk Free Shop vs. Buying Products Locally

Our experience has taught us much. Self-managed school shops are very difficult to manage, have hidden costs and don’t provide you with the marketing materials necessary to make your shop a success. We strongly urge you to reconsider buying products for your shop on your own – whether you work with our company or not.

Negatives of self-managed holiday shops:

- You will be stuck with what you don’t sell – all of our merchandise is on consignment
- You will pay shipping when you buy your products up front – no shipping charges with us

- You will pay shipping when you place re-orders – not with us.
- You will not have selling and marketing materials; such as gift bags, tablecloths, posters, budget envelopes, parent letters, etc. – you get all that and more from us.
- You will probably have a huge paperwork load – but not with us
- You will be wind up making numerous runs to local 99¢ cent stores to re-stock – need more goods, call us
- Most 99¢ stores don't carry customized items. **We have personalized items for moms, dads, grandparents, aunts, uncles, sisters, brothers and friends.**

Proper Planning for your Holiday Shop is Very Important

School holiday shop planning is extremely important – like the adage goes “Good planning prevents poor Performance”.

Best Practices for Planning your Holiday Shop

- Decide how much merchandise you think you'll need
- Get proper approval from the proper decision maker
- Plan your dates ahead of time
- Reserve your space; room, auditorium, etc
- Line up some reliable volunteers or recruit children from upper classes and turn the shop into a learning lesson for them
- Open boxes upon delivery – confirm inventory
- Group your opened merchandise properly
- Decide if you are marking up your merchandise, and if so, by how much
- Allow one extra day for snow day or other delays
- Set up a “Preview Day”, for students to browse what they want to buy
- Make sure you have enough change on hand for transactions

Keys to Running a Traditional Holiday Shop

The success of your holiday shop is tied to the vendor you choose. Please make sure your supplier provides you with all the online resources, selling materials and customer support to make your shop a success.

Make your traditional Holiday Shop a Success

- Volunteer and sponsor commitment is key to a successful holiday shop – be hands on
- Distribute parent letters to the children according to your schedule
- Place shop posters in high visibility areas
- Mark all tables properly for ease of shopping
- Take advantage of the support materials, such as:
 - Gift certificates
 - Take credit card purchases using our cash register app (it's so cool)
 - Online resources
 - Cash register app 2.0
 - Tablecloths – help create a festive mood
 - Gift Bags – makes it easy for the kids
 - Shopper budget envelopes – urge parents to fill them out, especially for younger students
- Display all products – don't pre-judge what you think will sell – kids are fickle – and you would be surprised at how much money their parents gave them to spend
- Creative a festive mood. Play holiday music, **utilize the Free Volunteer Gear we offer.**

Customer Support from your Holiday Shop Vendor

Choosing the right supplier for your holiday shop is critical - it is the first and most important step once you decide to run a program. Here at SchoolHolidayShop.com we offer a full compliment of trained customer service people to handle any and all of your inquiries.

The Right Vendor Makes all the Difference – Make the Right Choice

- We have been servicing schools for over 50 years
- Online resources for re-orders and utilizing your custom management page
- Our offices are open 9-5 Monday through Friday (E.S.T.) – always a live person
- All staff call in for their messages if they are out or if we are closed for some reason
- We check our email's remotely – so send us a message, we'll answer it promptly
- All of our staff are well trained on questions about holiday shop sales

Questions & Answers Regarding Running a Traditional Holiday Shop

Q. Does Schoolholidayshop.com offer 24 hour online shop access?

A. Yes; and you can also self-invoice at a custom page built just for your school.

Q. Does your shop supplier offer you a “Gift Certificate” program?

A. We do, and it is a great way to make the shop even more successful.

Q. Does your shop supplier offer you a “Wish List Shop” option?

A. If you don't have enough volunteers, this is an incredibly great idea –and it works.

Q. Can we re-order merchandise “every day”, can we place multiple reorders?

A. Yes and it will be shipped via overnight service – “no charge”

Q. How long has the company you are considering been in business?

A. We've been in business since 1965.

Q. Does your supplier have a free, easy to use Cash Register App for Apple and Android?

A. We have both – and they are so simple to use.

Q. Can our school request specific items for our school holiday shop?

A. Yes, we, often times, are able to accommodate special product requests – please inquire.

Q. Can we view all of your items and pricing online?

A. Yes, simply go to: **schoolholidayshop.com**

Q. Are the products from your supplier really on consignment; no strings attached?

A. You pay for nothing up front from us – you send back what's left, no hidden charges or fees.

Q. Can we mark up the products; so the shop is like a fundraiser too?

A. Yes. You can mark it up as much as you like – many schools mark it up 10% or 20%.

Q. Does your vendor have enough product liability insurance?

A. Make sure they do, we have over \$1,000,000 in insurance.

SchoolHolidayShop.com vs. the Competition

Please use this comparison chart and share the results with the other “decision making” members of the board before you choose your supplier, thank you.

Important Value Questions	SchoolHolidayShop.com	Competitor A	Competitor B
Does the competition provide your school with its own Holiday Shop Management Page?	YES		
Does your supplier offer a “Gift Certificate” program?	YES		
Does your supplier allow you a “No Count Inventory” option?	YES		
Can you quickly and easily self-invoice online and re-order multiple times?	YES		
Do they offer great incentives and free gifts for the kids?	YES		
Does your vendor offer FREE volunteer gear?	YES		
Do they have over 100+ (quality tested) items; mostly in color boxes?	1965		
Do they provide all merchandise on consignment?	YES		
Do they provide a multi-functional App which provides customized pricing and accepts secure credit card purchases?	YES		
Is their product “Price Group” coded?	YES		
Do they allow you to set your own prices and mark-ups?	YES		
Does your vendor send you enough products to sell?	YES		
Does supplier pay for all freight charges?	YES		
Do they provide a Success Manual?	YES		
Do they provide Full Color Posters & Table Liners?	YES		
Do they provide free budget envelopes?	YES		
Do they provide parent letters for the students to take home?	YES		
Do they provide decorative bags in three sizes?	YES		
Do they have \$1,000,000+ in product liability coverage?	YES		
Do they guarantee the quality of their merchandise?	YES		
Have they been in business over 50 years?	YES		

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