THE BASICS

- ☐ Official store name
- ☐ Domain URL name. If using your own domain name, provide domain registrar information
- ☐ Social media accounts created (Facebook, Instagram, and others.)
- ☐ E-mail address and phone number for store communications
- ☐ E-mail SMTP information including server address, SMTP port number, and have your password handy from your internet service provider
- ☐ Full street address (required to accept credit cards online)

THE LEGALEASE

Legal information required to accept payment by credit card online is below. If you do not have these, we can provide a template to assist you when reviewing with your legal team
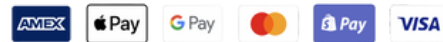
- ☐ Terms & Conditions information for store and consignors
- ☐ Privacy policy information for store website
- ☐ Incorporation paperwork (LLC, S Corp, C Corp or sole proprietorship) - you'll need this to open your bank account)

THE VIBE

- ☐ Official store theme colors including HEX# or PMS# if available
- ☐ Welcome message text for home page about your store or slogan
- ☐ Official logo. Typically a PNG 300px wide by 100px high. If you do not have a logo, our in-house web design team will help
- ☐ Favicon or alternative square-format logo if different from your main logo (32 x 32px)
- ☐ Store item collection categories – how people will enter your online shop – like Tops, Outerwear, Shoes, Accessories, Certain Brands and/or New In Store or On Sale. 6 or 9 ideal
- ☐ Royalty free photos for item categories for collections. Visit burst.shopify.com to select 6-9. You cannot use copyrighted images from corporate websites or brands
- ☐ Page content in word documents for static pages such as: About Us, Consignment Information, Meet our Staff, Return Policy, What we Accept, Blog Name etc. (7 max)
- ☐ URL Links to social media pages/accounts to be linked in website

SHOW ME THE MONEY

- ☐ Set up bank account and PayPal account
- ☐ Payment processing information. We will assist with confirming the options available depending on your current setup

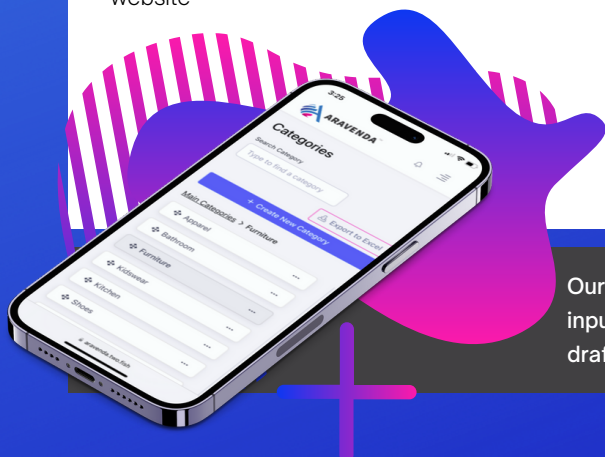AMEX · Apple Pay · G Pay · Mastercard · B Pay · VISA

THE DAY TO DAY

- ☐ Inventory aging information for consignment discount structure. Recommended options:
- ☐ 30 – 60 days (25%), 61 – 90 days (50%), 91–120days (75%),121days+Expired
- ☐ 30 – 60 days (33%), 61 – 120 days (66%), 121days+Expired

DOTTING THE I'S & CROSSING THE T'S

- ☐ Completed inventory conversion form if currently using another inventory software*
- ☐ Set up my appointment with the Aravenda in-house tech team to set up my Shopify account and get my store up and running.

*Additional fee applied for website design

Our in-house tech team will take care of all of your website and POS set up with your input. Once we receive all your information it usually takes 2-3 days to set up your draft website. No need to hire any outside consultants or do any tech work yourself.

✉ info@aravenda.com   ☎ +1 800-336-7675

If you are opening a traditional brick-and-mortar store, there are certain steps you'll need to follow to ensure the long-term success of your retail store.

BUSINESS

- ☐ Secure a Location - Consider your budget, location, safety, and competition.
- ☐ Negotiate Lease Terms & Read the Fine Print - Including early terminations and extra charges
- ☐ Business Plan - Your business plan is your guide for your company's future.
- ☐ Business Formation, (Sole Prop., LLC) - Register your business.
- ☐ Business Insurance - Protects you from the unexpected costs of running a business.
- ☐ Licensing - Most states require you to obtain a sales license for retail stores.

STORE DESIGN

- ☐ Window Display Ideas - Show products that will grab people's attention.
- ☐ Store Aesthetics - Layout, lighting, and flooring.
- ☐ Dressing Rooms - The key elements of a fitting room are the lighting, mirror, size, wall hooks, and a place to sit.
- ☐ Branded Store Sign - When retail signage is well-placed and aesthetically pleasing, you can consistently build brand awareness.
- ☐ Display Equipment - You will need racks, hangers, nesting tables, mirrors, mannequins, shelves, a counter, and a check out area.
- ☐ Packing Station - Processing area that is separate from the sales floor so some people can always be processing.
- ☐ Accept and Prepare Inventory - In alignment with your categories.

TECHNOLOGY

- ☐ Consignment Software - Aravenda Consignment Software is all browser-based. You can log in from anywhere to manage your inventory, manage consignment payouts & cross-post items.
- ☐ Phone number - Whether it is logistics, sales, or even customer service. Getting a business phone number is one of the most important marketing and operational decisions.
- ☐ Computers/Tablets - Essential business tools.
- ☐ Internet/Wi-Fi - An indispensable tool for doing business. You can provide free Wi-Fi access in exchange for their email submission to be used to communicate messages and promotions.

POINT OF SALE

- ☐ Apply for Merchant ID linked with POS Equipment - Shopify has the best rates but not everyone qualifies.
- ☐ Point of Sale system - Choose the software that enables you to make sales, accept payments, and check out customers. Aravenda Consignment Software integrates with Shopify.
- ☐ Bar Code Scanner, Receipt Printer - Make it fast & easy to check out. A Bluetooth receipt printer gives you the ability to move to different locations.
- ☐ Bar Code Labels/Tags Printer - Zebra GX421d Direct Thermal Printer (recommended for tag printing).

No matter where you sell or are headquartered, Aravenda's multistore consignment software will work to improve your sales and data-tracking capabilities.
Opening an online store? Request our Quick Start Guide for online store on our website: www.aravenda.com

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