

COMPUTER SYSTEM IN OUR FUTURE?

Donations are not coming in very fast for the computer system. Millie is barely able to keep up with her consignment bookkeeping, and there is a definite glitch at the sales counter as the sales representatives write every item sold down by hand. Every item is handwritten in the green sheets as it comes in. It is handwritten when it is sold, and it is handwritten when it is paid. If each consignor would send their \$10 we would have our computer system!

A QUICK REVIEW OF BASIC SALES METHODS

Wholesale: The manufacturer of the product (artist or craftsmen) sells his product at a price so that the retailer can make money on it. Wholesalers usually deal in volume with minimums (such as 1 dozen of each) per order, expecting that their product will be doubled or even tripled by the time it hits the market. A producer who sells wholesale should never undersell his product to the consumer. This is very unprofessional. This does not mean that you can't sell your work to an individual, it just must be sold at the retail price. When you undersell your product, whether it is at a craft show or over the phone, to someone who is trying to beat the store price, what you are really saying is, "*My product really isn't worth what the store is selling it for.*" Sometimes the producer will sell his product to a distributor who will mark it up some and then the distributor will sell it to retail establishments, or a sales representative will sell it to retail establishments and will take a commission off of the sales.

Consignment: In a consignment shop, the producer owns the merchandise and is responsible for it. He either sets the retail price and the shop takes a commission out of it or the consignor sets his price with the shop adding the commission onto it. Those consignors who sell their work at both consignment shops and through craft shows should try to keep the retail price as similar as possible. Customers will not buy from a shop when they can go to a craft show and buy the items at a cheaper price. At Kansas Originals Market we have found that the members who maintain one retail price whether they are at a craft show, in their home, or selling through a consignment shop are the ones who sell the greatest volume of merchandise.

Retail: The retail price is the store price. Kansas Originals Market makes shopping easy for customers in a pleasant, climate-controlled atmosphere, where they can use their credit cards. Retail shops give manufacturers easy access to the general public.

PROF Considering Additional Marketing Opportunities

The staff at *Kansas Originals Market* is trying to identify those members who have unique products that have volume marketing potential. We will be exploring the possibility of marketing through catalog sales, the Kansas City gift market and/or wholesaling to other shops. This has been a part of our long range plan since the inception of Kansas Originals Market. If you would like to have your merchandise considered for expanded market opportunities, please return the enclosed form as soon as possible.