

Getting the best out of THE BIG SHOP

BiG
**MAKE IT
YOUR BUSINESS**

Whether it is Ebay or Amazon, many small and large businesses use the internet to sell their products and services.

E-commerce websites enable businesses to expand their customer base and increase their sales. There is now a BiG Shop, designed especially for Sheffield's schools and colleges, creating a safe online market place for students to sell their goods and services.

Why an Online Shop

1. You will have a presence in the online marketplace 24 hours a day, seven days a week.
2. You can reach a wider audience and increase sales opportunities.
3. An online shop will help to test interest in your products and services.
4. An online shop is a good tool for marketing new products to existing customers.

It is important for safeguarding that Enterprise Coordinators and Teachers assist in managing their students' 'shop fronts', in loading up new products and mediating orders. Here are some tips for getting started:

- Get the students in the teams to complete a standard document with information about each product as the basis for setting up their products in the shop. It will be easy to cut and paste from a spreadsheet.
- Make sure that the information provided is accurate, especially the prices and delivery / collection details
- Online shoppers rarely read whole pages, so keep the text short and simple and easy to read.
- A professional looking business logo makes a good impression, setting the team apart from competitors.
- First impressions of products are important. Make sure all the photos show the products in their best light and are quick to load (no bigger than 500x500). For more on photo sizes, see the 'Coordinator Support' tab.
- Use the formatting tools on the website to put across the key points about the particular product or service on offer.
- Keep the stock list and profile up to date. It might be helpful to plan ahead with your team and decide how often you will update the content.

Here's an example of good use of the main product description entry:

Our unique **Football Fan Frames** are just what you need to display your own photos or images of your fave team.

Take care to select the right **colour and size**.

Payment

By cheque to be cleared before collection, payable to 'ABC School'

Collection

This product needs to be collected from the ABC School Office, The Road, Sheffield S7 7ZZ between 8.30am and 4.30pm.

For further information and for help on getting started,
please contact your School Enterprise Champion.

Top Tips

Help - If you're not sure of how to use any of the features in the shop, refer to the user guides in the 'Coordinator Support' tab or email your query to:
info@sero.co.uk

Payment - Make sure that you know how and when the teams will receive payment for the goods and services sold.

Delivery - Businesses need to consider how the product can be delivered reliably and safely - including packaging. They should also think about putting their logo on the packaging and what they can include with the product to increase future sales.

Communication - If there are issues such as delays in delivering the product or service, make sure you have a system in place to deal with this; ideally use the shop messaging to keep the customer informed

Records - Your teams should keep a computer or paper record away from the shop of all transactions; they might file the order document and enter the main details in to a sales spreadsheet



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