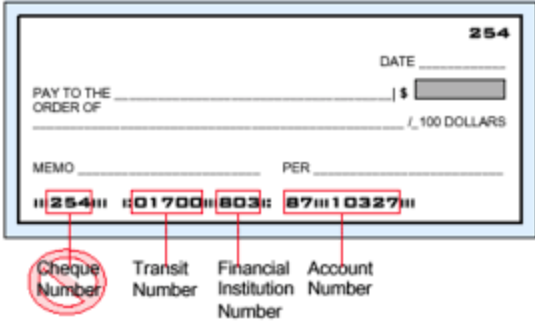




Here is a checklist of items you will need on hand during the onboarding session. It is important that you have all of these items ready for your meeting to ensure your store is ready to be approved and go live on the *Shop Norfolk* website:

Item	Notes	Completed
Store Information		
Business Logo	Image dimension: 250 pixels x 250 pixels File type: JPEG	
Shop Banner	[OPTIONAL] High-quality image at 1650 pixels x 350 pixels. Image file size should be no bigger than 500 KB	
Brief Store Description	1 - 2 Sentences about your store. Add any COVID updates here as well	
About Us content	Longer text (1-3 short paragraphs) about your business	
About Us (Features/Specials Text)	1 - 2 Sentences on Specials. Savings, Promotion, Announcements...	
Social Media Links	Web URLs to your social media pages, such as Facebook and Instagram	
Store Information	Address, Phone number, email, hours, phone #, etc.	
Per Product Information		
Product Name	Name of product	
Product SKU	SKU number for tracking inventory	
Short Description	Brief written description of product	
Full Description	Full, written description including details like colour, size, materials, features.	
Image(s)	Good quality imagery for each product, with a minimum of one image. The platform will provide a slideshow experience for each product if you have multiple images. Minimum image dimension: 800 pixels x 800 pixels File type: JPEG	
Unit Price	Price per item Note: All prices in CAD	
Product Category	The platform will have existing categories and we will add new as needed.	
Tags	Keywords associated with your product. Include words that are in the description and associated with searching your product or location	

Financial Information (from Bank)		
		
Transit Information	(See diagram above)	
Institution Number	(See diagram above)	
Account Number	(See diagram above)	
Government ID	Personal ID may be required for fraud protection	
Policies		
Pickup & Delivery Policies	Options include curb-side/store pickup, delivery, and/or 3rd-party delivery services, etc. See examples below	
Returns & Exchange Policies	Written full descriptions. See some examples below	
Cancellation Policy	Written full descriptions. See examples below	

Your online store is a REAL business and an extension of your store. The time and thought you take to set your e-store up will make a huge difference for success!

Here are a few tips to help you get started:

Photography

“If a picture is worth a thousand words, a stunning product picture is worth a thousand website visits.”

Check out “The beginner’s Guide to Product Photography

<https://blog.hubspot.com/marketing/product-photography-tips>

Product Pages

Your product page is where your customers will make their final decision to buy from you.

Keep it simple but informative.

Example #1

Apparel

Product heading:

Silk satin top

Short description:

Sleeveless top in pure silk satin with adjustable thin straps and V neck.

Longer description:

This relaxed fit, sleeveless silk and satin top is made from 93% silk and 7% elastane. It is available in multiple sizes and 3 colours. Hand wash only.



Example #2	Food
Product heading:	Carl's Zesty Mango Dipping Sauce
Short description:	Sweet & zesty mango dipping sauce for grilled shrimp & pork
Longer description:	Ingredients: Mangoes, tomatoes, garlic, etc. Net weight: 250 ml

Shop Policies

It's important to let your customers know what your policies are. Without detailed policies for customers to review, it may change their decision to purchase from you. Take the time to consider what works for you and your customers.

About

This is an area where you can tell your story, make it fun and engaging so your customers get a sense of you and your business. If you have policies around COVID-19, you can outline them here as well.

Delivery

- Include a positive impact statement
 - Ex. "We do our best to ensure prompt delivery!" and finish with "Thank you for your business."
- Provide the estimated processing and delivery time
 - Ex. "We will process your order within 1-3 business days and have it ready for curbside or in-store pickup in 2-4 business days. We will notify you once it is ready to be picked up."
 - Ex. "We will process your order within 1-2 business days and have it ready for free local delivery in 2-4 business days. We will verify your day and time window prior to delivery."
 - Ex. "We offer FREE Local Windsor Delivery with a minimum purchase of \$XX, \$5 Delivery Charge for orders outside Windsor but within Essex County on minimum purchases of \$XX."
 - Ex. "We will process your order within 1-2 business days and offer shipping through UPS. Shipping charges are based on weight, size and distance from our store. Shipping charges will be calculated at checkout, prior to payment. A tracking number will be supplied to you once your product has been sent."

Returns & Exchanges

- Please be specific about your return & exchange policies and keep in mind that online shoppers make purchasing decisions based on the ease of returns & exchanges.
 - Ex. "We gladly accept returns & exchanges within X days of unopened/unused items..."
 - Ex. "All returns & exchanges must be made within xx days of purchase and an in-store credit will be provided to you."
 - Ex. "Due to COVID 19 please note that we do not accept any returns or exchanges unless the product you purchased was damaged"
 - Ex. "Shipping charges are non-refundable."
 - Ex. "We appreciate your business but do not accept any returns or exchanges. If your product was damaged upon delivery, we will provide you with an in-store credit, less the shipping costs."

Cancellation Policy

- Please be specific about your cancellation policy on orders, if you are offering this option.
 - Ex. "We understand that you may change your mind about your purchase and offer a 24 hr cancellation policy on product orders placed..."
 - Ex. "All sales are final"
 - Ex. "All sales are final unless damaged upon shipping. A store credit will be issued if the product cannot be replaced."