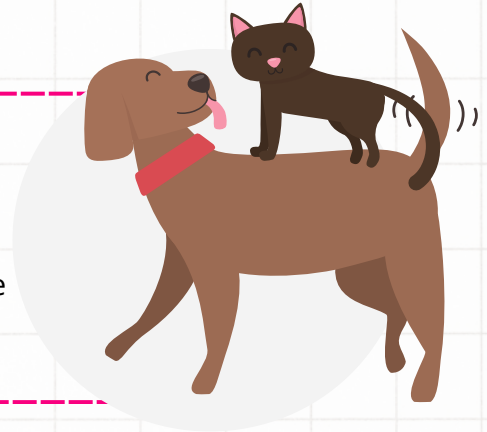


# Important considerations when building a shelter retail program.



Ready to turn your retail space into a powerhouse for your mission? Success in retail requires a blend of smart sourcing, data-driven decisions, and consistent marketing. Follow this guide to navigate the common pitfalls and learn the "Pro Tips" that keep customers coming back.



| Things to Consider                                                                                                                                                                                                    | Pitfalls to Avoid                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Visit trade shows and purchase through the <a href="#">Shelters United Marketplace</a> to get the best pricing possible.                                                                                              | Don't invest too heavily into inventory until you have analyzed what your community wants. <b>Start small before you invest.</b>            |
| Take the time to learn retail. <b>Visit other stores</b> and look for patterns, like where the items are placed and how much of each item is stocked.                                                                 | Avoid cluttered displays or unclear checkout locations. <b>Confusion kills sales.</b> If the space is uninviting, people won't come back.   |
| Make sure you are measuring results and modifying merchandise accordingly. <b>Without numbers, you can't optimize or justify the resource and space allocations.</b> A point of sale system allows you to track data. | Don't rely on "if you build it they will come." <b>Retail only sells when you consistently promote it.</b>                                  |
| <b>Communicate regularly with your customers</b> to ensure you are not getting stale and are stocking the best, high value items. Remember to market and provide great customer service.                              | Don't treat the store like an after thought, <b>treat it like a business.</b>                                                               |
| Curate a mix of essentials with unique or boutique high-margin products other stores don't carry.                                                                                                                     | Don't set it up and never look at it again. Regularly evaluate profitability, staffing time, inventory turnover and alignment with mission. |