

COUNTRY STORES GUIDELINES

PURPOSE:

The purpose of these guidelines is to establish procedures for managing the Country Store.

The Country Store's primary purpose is to provide (for a price) BHCA logo items to the club's members. The Country Store's "Store Front" is found at the BHCA website - www.bassetbhca.org

These guidelines are intended to cover all items offered on the BHCA website.

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ITEMS TO BE OFFERED FOR SALE:

The following items will be offered for sale at the Country Store. This list is intended to be demonstrative of the items offered for sale and is not all inclusive.

- Retail Merchandise:
 - Clothing displaying the BHCA logo,
 - Basset themed accessories displaying the BHCA logo
- Items Not Offered for Sale at the Country Store
 - All Nationals related items. Those items are offered for sale at the respective Nationals website

From time to time, the Country Store may enter into arrangements to sell items on consignment. Consignment arrangements are to be encouraged when they make sense so as to minimize the BHCA's investment in inventory

COUNTRY STORE MANAGEMENT

Retail Merchandise

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Retail merchandise will be managed by one person (the "CS Mgr."). The CS Mgr. will be responsible for purchasing the retail merchandise to be sold, setting the retail price, storing it once it is received, fulfilling the orders out of inventory, and deciding on the timing of "sales" to manage inventory excesses.

The CS Storefront is on the BHCA website. The CS Manager is responsible for maintaining the retail merchandise offered on the website. The CS Mgr. is responsible for listing the price and the shipping cost on the website. There is no credit card markup on CS store purchases. When someone makes a purchase on the website, the Treasurer receives an electronic, paid receipt. He/she is to promptly forward that paid receipt with all of the purchaser's information to the CS Manager so he/she can fulfill the order.

The CS Manager is given free advertising space in the Tally Ho to showcase the inventory based on space availability. The CS Manager will work with the Tally Ho Editor to design and place the ad.

It is expected that CS merchandise will be on display at the BHCA booths at both the Eukanuba National Dog Show and the AKC Meet the Breeds. There will be a flyer showcasing the current merchandise on display at these booths. Members staffing these booths will be offered BHCA Logo Wear at cost to wear at these events.

In order to fund the CS purchases and costs, the BHCA treasurer will provide the CS Mgr. with pre-authorized credit card. The pre-authorized amount will be established each year as part of the BHCA's Annual Budgeting Process. The CS Manager should provide to the BHCA Board an estimate of the purchases and shipping costs for the coming Fiscal Year. This estimate should be provided in advance of the Spring Board Meeting. At this time, the CS Mgr. will also include the markup percentage that will be applied to the purchases and an estimate of the inventory on hand.

This pre authorized amount will be approved at the Spring Board meeting so there is enough time for the CS Mgr. to make the appropriate inventory purchases for the upcoming year and to have it on hand for Nationals Week held in October of each year. The Nationals is typically our largest sales outlet.

Board members are encouraged to wear CS merchandise during part of the Nationals week to advertise and show support for the CS.

When someone makes a purchase on the website, the Treasurer receives an electronic, paid receipt. He/she is to promptly forward that paid receipt to the responsible individual with the purchaser's information so the responsible individual knows the item is paid for. The responsible individual will then complete the transaction as appropriate.

When a member club offers a Regional event, BHCA offers a credit of \$100 towards the purchase of Country Store merchandise to offer as prizes/trophies. The BHCA Corresponding Secretary will notify the member club to contact the treasurer to receive and process the credit. The treasurer will provide a one-time use Coupon Code to use at the BHCA Country Store

website. If a club wishes to provide gift certificates to winners in smaller amounts so the winners can purchase something of their choice, including clothing, the treasurer will issue certificates in smaller denominations totaling \$100.00.

Approved 2/26/15