

Guideline To Setting Up An Online Club Shop

Introduction

The online club shop facility has been developed to aid clubs and societies to order merchandise easily and efficiently. In the initial stages ADM work closely with the delegated representative who is responsible for ordering the merchandise for that particular club or society.

ADM's aim is to reduce the workload for the club representative. To achieve this ADM created this guideline to help with the process of creating your club or society online shop.

Stage 1 – Quote Request

To enable ADM to provide your club/society with a quote the following information is required via email.

- List of products required for club shop.
- Details of any embroidery required for each product. For e.g.
575M Hoodie requires university logo on left breast with "KORFBALL CLUB" underneath. Embroidered name/initials on right breast. KPMG sponsored logo embroidered on right sleeve.
- Details of any printing required for each product. For e.g.
575M Hoodie requires club name printed on back "KORFBALL CLUB"
- Any new logos required for embroidery and printing should be included in the email. These logos need to be of good quality in either a jpeg or pdf format.
- It would also be helpful to have some indication of the quantity of each product that maybe ordered so that ADM can quote competitively.
- ADM also need to know whether any origination charges for embroidery and printing and also any postage charges are to be paid separately or included in the price of each garment.

Stage 2 – Creating Your Online Shop

From receipt of quote, the representative needs to confirm via email that the club or society are to use ADM for its merchandise. This confirmation email also needs to include the following information:

- Contact telephone number of representative
- Confirmation that the club or society are to use ADM for its merchandise.
- Colour of garment required for each item quoted.
- Colour of any embroidered text around logo and/or for embroidered names/initials.
- Colour of any printing required.
- Specify any letter fonts required and include letter font file if possible.

Once ADM receive the above information ADM will then proceed to create your online shop. This process takes approximately one week to complete from receiving the confirmation email.

ADM will contact the representative once the online shop is ready. ADM will ask the representative to check over the online shop to make sure all content is correct before the site is advertised to the club or societies members. The representative needs to check that the following are correct:

- Correct products are shown within shop
- Correct colours or products are shown
- Correct prices have been included
- Correct embroidery has been illustrated
- Correct printing has been illustrated
- Options have been provided for any personalisation required

This stage is very important as once the website goes live the members will expect the garments they order to be as the images seen on the website. Therefore it is recommended that the representative takes time to check the details are correct as ADM will then produce the order to the product specifications shown on the online shop.

Stage 3 – How The Sites Works

Once the site has been approved by the representative ADM provides them with the following information on how the site works;

- The online shop opens for a period of time to allow all members to order their merchandise. How long the club shop is open for is determined by the representative. ADM would recommend the shop to be open for between 1-2 weeks.
- Once the shop closes the orders placed will be processed together and treated as one order.
- Throughout the year products can be added or removed from the online shop as required.
- The online shop can be opened and closed as many times as the representative requires over the year. ADM just request that at least a week elapses before the shop is reopened after just being closed.
- It is the responsibility of the club representative to promote the online shop to all members via email, facebook or any other social media network.
- All orders when delivered will be individually man-packed including a hard copy of the members order making it easy to distribute the products.

Stage 4 – The Representative Needs To Inform Members of The Following Information

- Opening and closing date of club shop.
- Advise members to order as near to the closing date as possible to reduce waiting times. Deliveries take approximately 3-4 weeks from the date the online shop closes. Therefore, if a member were to order immediately and the shop only closed 2 weeks later the member may end up waiting upto 6 weeks for their order. However, if they order just before the closing date the member will only wait 3-4 weeks.
- ADM will close the shop on the date provided. No orders will be accepted after this date. **If members do not order by the time the shop closes they will have to wait until the representative re-opens the shop.**
- It is required that all members access the online shop via www.admdirect.co.uk. The members then need to choose their relevant online shop from the drop down menu available on the home page. **It is important that if a member belongs to more than one club or society that the purchases for each are made as separate transactions to avoid any confusion.**
- Advise members that all orders are to be delivered together to an agreed address. Please note university clubs and society orders will be delivered to the students union for the attention of the club or society representative.
- Advise members that the ordering system will default the delivery address to the card holders personal address as the delivery address will have already been agreed with the representative. No orders will be delivered to the members own personal address as individual postage charges have not been incorporated into the prices quoted.
- **Once an order has been placed it is very important that the member joins the ADM Leisurewear Facebook page. Click on link below.**



ADM's Facebook page will provide information such as delivery dispatch dates, product shortage notifications and any special offers that maybe available. If shortages occur a message will be placed on the ADM Facebook page stating which club has been affected and the product sizes or colours that are unavailable. The member will be required to contact ADM directly to discuss the possible options for any shortages to their order. ADM will also endeavour to contact the members concerned to advise of the shortage and provide them with the options available.

- If members have any queries regarding their order they need to contact ADM directly via email providing the following information; Individual name, order number, university name and club/society name.
- **ADM will only speak to the individual member who ordered. ADM will not speak to anyone calling on behalf of the member unless an email has been provided given permission for them to speak to ADM on their behalf.**

Stage 5 – Returns Policy

- The customer must notify ADM within 5 working days from the receipt of order of any damaged or marked products. ADM will then require the garment to be returned for assessment. In some cases ADM will accept a photograph of the product to be emailed so that a decision can be made sooner. A replacement will be provided if it can be proven that the damage was not caused by the customer and it was faulty when received.
- As the garments supplied have been customised with specific logos and personalisation ADM do not accept any product returns unless the product can be shown to have been faulty as outlined above. This includes any member wishing to exchange a product for another size. Size guidelines are provided on the online shop and further information with regards to sizing can be provided on request.
- If any personalisation has been carried out incorrectly then customers will be required to send the garment to ADM so that it can be corrected. If ADM are at fault the postage will be refunded, if not the customer will have to pay for the garments to be returned. There will be no charge incurred for changing personalisation that has been corrected due to the wrong information supplied by the customer. This relates to embroidered name/initials only. Surcharges may apply for any printed personalisation changes that are required.