

NOW OPEN

HOW TO START AN ONLINE STORE

PURPOSE

WHO ARE YOU APPEALING TO?

It could be a combination of these options.

P

PUBLIC

These are people who may come to you for your merch first and your services or product later.

C

CUSTOMERS

Happy customers already love your company. Give them a chance to rep it!

E

EMPLOYEES

Internal employees are great consumers of your product. They already believe in what you do and are almost always interested in representing the brand. Give the people what they want!

STOREFRONT

WHERE ARE YOU SELLING?

Will you be selling directly on your website or through a third party?



WEBSITE

Your company's native website. A self created storefront.



SHOPIFY



ECWID

Customizable
Third Party Storefront



FACEBOOK



ETSY



AMAZON

Separate storefronts with additional charges, some percentage based and some flat rate.

PROCESS



LOCAL BULK ORDERS

Ordering large quantities of product for a reduced price and mailing directly from your business.



WAREHOUSING

There are companies who will print an extensive array of products for you and house them in their warehouse, shipping directly to your customers. They often provide you with a storefront and login information.



ON DEMAND PRINTING

This eliminates the cost of inventory and storage and prints limited kinds of products on demand and ships them directly to your customers.

FULFILLMENT



CARRY INVENTORY

By placing a large order you will be able to get a volume discount. However you may not know your most popular items and you will need to invest your own money.



COLLECT ORDERS

You can collect orders ahead of time so you have an idea of quantities to order. You also have the money for the order upfront.



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