

## **Introduction – Welcome to The Corner Shop Collective**

The Corner Shop Collective is a vibrant non-profit boutique dedicated to enriching the Dalkeith community in extraordinary ways. This isn't just any ordinary shop; it's an uplifting experience that celebrates local talent, fosters connections and inspires creativity.

## **Customer Service – Elevating the Experience**

Our customer service is truly next level. We strive to exceed the expectations of every visitor, ensuring that everyone feels special and valued. Remember: people will always remember how you made them feel. If they leave feeling uplifted and appreciated, they will return time and time again. Think of your customer service as magnetic—excellent service attracts loyal customers.

- Make it a point to greet every person who walks through the door with warmth and enthusiasm. Ask how their day is going and engage with them on a personal level. A genuine compliment can make a lasting impression.
- Allow customers to browse at their own pace. Let them know you're readily available for questions or assistance without hovering. Create a welcoming atmosphere where they feel at ease.
- Take the time to learn more about your customers. Ask open-ended questions to get to know them better, such as what interests them or what they're looking for. People love to feel seen and heard, so being genuinely curious can foster lasting connections.
- Share the story behind our shop and One Dalkeith's values. Let customers know how their purchases support local artists and contribute to the community. When they understand the mission, they become invested in the cause.
- Inform customers about Coorie Café and its delightful offerings. Encourage them to take a break, enjoy a warm drink, and socialise, making their visit a multifaceted experience.
- Encourage customers to provide feedback about their experience. Use surveys, suggestion boxes, or casual conversations to gather their thoughts. Follow up with thank-you messages or personalised notes, expressing appreciation for their feedback and inviting them back.
- Ensure the entire team is trained in exceptional customer service. Encourage each team member to share their ideas and experiences, empowering them to go above and beyond when addressing customer needs and concerns.

**Weekly Displays:** Our pop-up tables at the window are not just tables; they are a canvas for showcasing the exquisite work of our brilliant artists. We will curate these displays each week to highlight different themes, presenting a fresh and dynamic shopping experience.

- **Seasonal Themes:** Reflect the changing seasons through colours and materials that evoke the essence of autumn, winter, spring, and summer. For instance, cosy textures and warm hues for winter, or vibrant florals for spring.
- **Special Occasions:** Consider holidays and local events. Create displays around Christmas, Valentine’s Day, or community festivals to engage customers and encourage gift-giving.

## Marketing and Communication

### Promotions and Events:

- We create at least four late-evening shopping and networking events a year. At these events, we encourage our artists to share their entrepreneurial journeys and the stories behind their brands and products.
- Once a month, we hold a morning networking event called “Connections, Conversations, Collaborations” (There is a Canva Image for this). This event is run on the Last Wednesday of the Month from 10 am to 11:30 am. The idea is that it creates a bit of a buzz in the shop, and we get to nurture our growing community.

### Social Media Strategy:

- We post daily and are consistent with our Instagram and Facebook accounts. Many new customers say they have heard about us through our social media presence.
- Create reels and photo carousel posts, reels and videos are a great way to be seen by non-followers.
- Storytelling is key when it comes to our socials; the more storytelling we do, the more people will like and trust us as a brand.
- Create countdown posts to build anticipation for upcoming events. Post reminders about regular events like “Connections, Conversations, Collaborations” to keep them top-of-mind for your followers.
- Highlight positive customer feedback through quotes, testimonial graphics, or even video clips. This builds social proof and reinforces the trust in The Corner Shop Collective.
- Use Instagram Stories features like polls, questions, and quizzes to encourage interaction. This will engage existing followers and attract new customers through curiosity.
- Create content that educates our audience about local art & the artists that we stock. Educate them on the importance of supporting local businesses.

- Share glimpses of daily operations, set-up for events, or the process of showcasing local artists. This transparency builds trust and a connection with our audience.
- When an artist drops off stock, create a post to let our community know. Picture the products in good natural light and describe what you are highlighting.
- Partner with local influencers or community figures for takeovers or collaborative posts. Their audience can become ours, offering a fresh perspective on your brand.
- Create collaboration posts with our artists, Cross-promoting can increase reach and create a sense of community.
- Tailor content according to seasons, holidays, or local events. Create posts that showcase how your products fit into seasonal themes or promote unique items for special occasions.
- Organise social media-exclusive giveaways that require followers to engage (like, comment, share) to enter. This increases visibility and encourages followers to spread the word about The Corner Shop Collective.

## **Inventory Management**

### **Artist Submissions**

Currently, we operate a waitlist system for artists wishing to stock their work in The Corner Shop Collective. Our policy is a "one out, one in" approach to ensure that we maintain a curated selection of local talent.

#### **Procedure:**

1. **Inquiry Handling:** When an artist enquires about stocking their work, kindly collect their contact details (Name, Business Name, Email, Phone Number, Instagram, Website) and add them to the waitlist.
2. **Notification:** Once space becomes available, email the artist with the subject line "Retailing with The Corner Shop Collective."
3. **Email Content:** In your response, include the following attachments:
  - Terms and Conditions (Ts & Cs) for signing
  - A blank inventory sheet for their products
  - The Corner Shop Collective brochure

### **Artists Inventory Sheets**

To ensure accurate inventory management and accountability, artists must complete an inventory sheet each time they deliver stock for restocking. Please remind them to complete this sheet and place it in their designated folder. This practice will help us maintain clear records of the quantity of stock they have provided, allowing us to track inventory effectively and support our collaborative efforts.

## **Adding Stock to the SumUp System**

When artists deliver their stock, or we receive food items, it is crucial to log these quantities into the SumUp system promptly. Training materials with step-by-step instructions are available for this process. By accurately updating our inventory in the system, we ensure that our records remain current and that we can effectively manage stock levels.

## **Stocktake Process**

Each month, we conduct a comprehensive stocktake to verify our inventory numbers. This is done through our POS system Sum Up.

## **Paying Our Artists**

We process the accounts for our vendors during the first week of each month. We access the SumUp app and run product reports to email them to the respective artists. Email templates are available when contacting vendors,

Artists must submit an invoice to our finance department to receive their payment.

## **Policies and Procedures**

Since the shop opened in April 2024, we have developed policies, procedures, templates, and training tutorials to create a go-to manual for the shop. These tools will help you find your feet and settle in. We also have other staff members to support your transition into your new job.

This is a unique retail setting, and it is important to have a good understanding of working within a local community.