The Store Manager's Guide: Making Your *Economis* Store Run Well
A Supplement to the Store and Shopping Sections of the Set-up Manual

Managing the *Economis* store is like being the manager at a department store. Here are some tips and guidelines that will make things simple and efficient for both the sellers (ministry leaders) and the buyers (kids).

Before you begin: Organizing and implementing your *Economis* store can be broken down into three categories: building your store, adding inventory, and managing purchases. These are interrelated and affect each other, but they are set up separately, so it is important to consider a few things before you begin:
- What types of items do you want your kids to be able to purchase with the money they earn? What rewards and incentives do you already give your kids? What affordable items can you add? Do you have a relationship with churches, companies, or individuals that could donate items?
- Can your items be broken down into categories? For example, if a lot of your items are related to sports, you could create a sports category that includes basketballs, baseballs, and other sporting items. Make some thematic connections between your items.
- Think about the size of your items and the frequency in which they are purchased. Some will be easier to check out at a counter, and some will be easier to fulfill through an online purchase.
- How much do your kids typically earn from timeclocks and transactions in a given week? Month? This will affect the price of the items in your store.

Building Your Store: See page 12 of the Set-Up Manual, "Set up Inventory Categories," to build the "departments" of your store.
- Remember, these are not the *items* in your store*;* they are the *categories* in which you will put your items.
- Visualize what a department store looks like and imagine it without the products. This "itemless" store is what you are building in this step.
- These categories can be used for both your online shopping and your POS store terminal.

Adding Inventory: See pages 12-13 of the Set-Up Manual, "Add Specific Products to your Inventory."
- In this step you are adding the specific items that the kids can purchase.
- The added items are made available for both the online store and the POS store terminal.
- *Pricing:* When you determine the price of your inventory, consider how much kids typically make from timeclocks and transactions. You want to give the kids an incentive and promote delayed gratification, but you don't want to make it so that they can only purchase one thing throughout the year.
- *Storage:* You will probably want to store your entire inventory in one place and organize it by category (like a mini warehouse). This will make it easier to fulfill online orders and to set up your POS store on "store day."

- *Tracking Inventory:* If you go to *Administration*, *Inventory*, click the *Track/Manage Inventory* button, and click the *View Full Report* button, you will be able to see a report of the availability of all the items. Tracking the inventory will allow you to see when you need to "stock up" on certain items.
- *UPC Barcodes (for retail items):* Some of the items in your store will have barcodes on them (for example, candy bars or cans of soda). You can make it so that when a student purchases these retail items, all you have to do is scan the barcode, and *Economis* will process the sale. When you add these products to your inventory (or edit your inventory), you can enter the codes into the system by going to *Administration*, *Inventory*. Click on *Add New Inventory (*or *Edit Existing Inventory*). Make sure the cursor is in the blank "UPC Code" row. Scan the barcode and the UPC number will appear in the blank space. Make sure all the other information is filled in for the item, and click "save inventory."
- *UPC Barcodes (for non-retail items):* For your items that do not already have barcodes, creating barcodes for them might make your POS terminal easier to manage. Your best bet is to create a laminated sheet with barcodes of all the items that do not already have barcodes. When those items are purchased at the store, you simply scan the barcode on the laminated sheet. To create these barcodes, follow the directions in Appendix 1.

Managing Purchases

There are two ways to allow kids to purchase items: the online store, and a POS store. You will probably use the POS store most often, but an online store will give kids the freedom to purchase items whenever they want, and perhaps make the purchasing of some big-ticket items easier.

Online Store
- *Order Fulfillment:* It is important that you appoint one person (most likely the "store manager") to put in charge of fulfilling orders. This person will be notified by email when an order has been placed (email is determined under *Manage Shopping Cart*). This person should check these orders on a regular basis and deliver the items when they are purchased.
- *Pictures*: Visit www.elevateurbanyouth.org for pictures of common inventory items.
- *Inventory*: Inventory categories for the online store are decided by going to *Administration, Shopping Cart Management, Manage Shopping Cart.* At the bottom of the page is where you select the categories of items you want in the online store.
  - o *Note*: You probably don't want too many small items in the online store, as it will be a hassle to try to fulfill orders for every pencil and cookie that is purchased.

POS Store
- *Store Day:* The best way to use a POS Store terminal is to have one day of the week be your "Store Day." Set up a POS terminal and display all the items that can be purchased. Have the kids line up to make purchases and appoint one

volunteer or staff person to be the clerk who checks out the items that the kids choose. (To create the store go to *Manage POS Terminals* and click on *Add POS Terminal*. You will be able to choose the items that you want in the POS Store here.)

Appendix 1: Creating Your Own Barcodes

Downloading TechnoRiver Free Barcode Component
1) Go to http://www.technoriversoft.com/freebarcodesoftware.html.
2) Scroll down until you see the "Download the Free Barcode Component Software here!" option on the left of the page. Click on that button.
3) Click on "Free Barcode Software Component - v2.0 (Exe) *3 Meg*"
4) Follow the steps to download and install the software.

Creating Bar Codes
1) Open Microsoft Word.
2) Under the **Insert** menu, select "Object."
3) Under the "Create New" tab, find TechnoRiver Free Barcode Component in the list and double-click.
4) Make sure that the box to the left says "CODE39" under "Symbology." If not, select "CODE39" under the "Code Type" tab.
5) In the text box, a barcode number is created for you. You can either keep this number or make up your own number. Once you have created the barcode, click "OK."
6) In order to change the size of the barcode in your Word document, left-click outside of the barcode, then left-click inside. You should be able to move the barcode as preferred.
7) Continue to repeat steps 2-5 for all the products for which you want to make barcodes.
Notes:
   a. It is important that you type in the name of the corresponding product right away below the barcode that you create.
   b. Once you've created the barcodes for your products and written the names below, print them out and laminate the sheet(s). You will use this sheet at the store; instead of putting a barcode on every product, you can scan this sheet whenever each product is ordered. For example if you make a barcode for a ministry T-Shirt, instead of printing out 50 of the T-Shirt barcodes, you can just scan the barcode on the laminated paper when someone purchases a T-Shirt at the POS terminal.
        i. *Note:* Make sure the cursor is in the box that says "UPC" when you scan the item. If it doesn't read the barcode, check the connection between the scanner and the computer. If it says "item not found," make sure the inventory item was chosen for the store.