

## Shift4Shop Set-up. Loading & configuration. For DaisyCapri.com

Hello. I have a new brand, Daisy Capri. It's apparel and some gifts mostly for Women age 25 - 50. USA & Canada. We sell primarily B2B, wholesale prices to retailers that resell to consumers.

I'd prefer a freelancer that has created apparel (or shoe) stores in the recent past and can share links, on the shift4shop platform. Since I have no experience with IT and website development, a freelancer that has built them before will know upfront what it really takes and be able to better help me. I'm seeking a turn-key website. Is this a gig for you?

Prefer theme: Logan or Mode Free theme. I want to start on the free plan, because I will not have any orders until late summer. My Brand is a Spring 2022 line.

### **This is what I have:**

Some inventory already - only accessories.

Printful account (POD)

Postoplan for SoMe (social media) posting.

URL parked: DaisyCapri.com

Social Media accounts being established: Daisy Capri, Daisy Capri USA, or Daisy Capri Brand

In Early June, I will have photography and VIDEO of the Spring 2022 line, for all apparel products. In the meantime, I do have a place holder photo that will work, but will need to be replaced. I will have about 15 items. Most will come in different colors and sizes. (The descriptions and related info will stay the same)

I will use Shift4 payment system, to keep it free, until I get going. I also have a paypal business account

I have written the terms of use page, the privacy policy page & FAQ's page. I have written two "thanks for the order" email and a follow-up email.

### **This is what I need:**

- Responsive site across all platforms, mobile, tablet & desktops.
- LOW COST - Still in start up phase.
- Sku #'s - Inventory.
- Need log-in for retailers w/ wholesale pricing, inventory, by style, color and size.
- Need to create sorts by color, sizes, t-shirt, tops, blouses, dresses, etc.
- Easy Blog posting, photo posting and short video posting
- Robust CRM: name/ store/ addy, phones, email, purchase history, orders, returns, etc.
- Auto-confirm orders, drip email 2 days later
- CRM, sales force log-in, commission reporting/tracking. Tag customers to sales rep
- Wholesale log-in, tiered pricing (big buyers get lower price), can be done with discount code on our end or their end) need 3 tiers. (2 for wholesale, one for consumers)

- inventory control - But pick/pack ship not critical, but should have some acknowledgment that it shipped with tracking via system.
- Sell from tablets at trade shows/markets, in-person sales calls to tie into order processing/credit/CRM with updated inventory levels
- consumer log-in/cart/payment - this will be added in mid 2022.
- Shipping tracking info

\*Can you recommend a way of using a tablet at trade shows, to order on tablets, to process orders quickly, maybe in look-book form? This would be extremely helpful.

Complete idiot proof directions on how to work the site, updates, etc.

**What information do I need to provide to you? I need a list of things to do here.  
For listings, what info will you need for each item?**

I intend to have a consumer website come Spring 2020, Just letting you know this now, in case come spring I hire you for it and then you say..."Oh I only wish I knew that 6 months ago, because I could have programmed daisycapri a bit differently.

**CONSUMER SIDE (very much the same with few exceptions)**

Need **consumer** log-in at retail price tier, and flat rate shipping model

Survey and contests, discounts and coupons

Robust CRM: name/ store/ addy, phones, email, purchase history, orders, returns, etc.

Auto-confirm orders, drip email 2 days later

Shipping tracking info

**Basically the exceptions for consumers are: Flat rate shipping, Retail Pricing, INVENTORY, track by consumer (not Retailer) Coupons, referrals, share to SoMe & friends - maybe down the road add affiliate link program?**

**\*\*\*If tying the consumer sales into the B2B site is not a good idea, I will hold off on all things consumer for the time being, and buy a consumer set-up in the Spring, once the line is here and actually shipping product. Please share your thoughts on this. I know I want a B2C site in the spring 2022. Knowing my intentions upfront should help you plan. And adding it later is good with me.**

Lastly, I'd like to know if you would be available at least twice a year for hire to update the site, etc.

Some images to give you the flavor of the B2C site:



I look forward to hearing back from you, NEXT WEEK. Please take your time to understand my needs and ASK QUESTIONS, so that we are in complete understanding of each other.

Thanks,  
Sincerely,  
Giovanni Yarabek  
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Please let me know your information, especially working hours/Time Zone. THANKS!