

Process Documentation: Depop Clothing Resale Business

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Platform: <https://www.depop.com/moriojac/>

Timeframe: February 2024 - Present

1. Inventory Management

Objective: Source and maintain an accurate, categorized inventory of items, prioritizing trendy and in-demand styles to maximize sales potential.

Steps:

1. Source and acquire popular vintage items from thrift stores
2. Catalog new items to keep track of price bought and source location
3. Storage items based on item category

2. Pricing Strategy

Objective: Set competitive and profitable prices using data-informed decisions.

Steps:

1. Search and review similar listings on Depop and other platforms
2. Use Excel dashboard to review:
 - Historical sales prices
 - Price sensitivity trends by item type
3. Set based price and apply markdowns if unsold after 30 days

3. Product Listing

Objective: Create engaging, accurate product listings that convert viewers into buyers.

Steps:

1. Photograph Item using natural lighting and a consistent backdrop
2. Edit and crop images for clarity and consistency
3. Listing pictures should include (in this order):
 - Front
 - Back
 - Measurements
 - Size Tag
 - Additional pictures as necessary to showcase condition/details
4. Upload listing to Depop with the following description (in this order):
 - Color (black, red, blue)
 - Brand (Nike, Adidas, Carhartt)
 - Category (track pants, shirt, hoodie)
 - Size (small, medium, large)
 - Any additional information
 - Hashtags/key words

Full Description Example:

Black Nike Track Pants
Size Medium

#baggy #basketball #vintage #y2k

4. Customer Interaction

Objective: Provide excellent customer service to build loyalty, promote a strong brand image, and drive sales.

Steps:

1. Respond to inquiries within 12-24 hours
2. Provide size details, measurements, clarity, and additional images upon request
3. Message customers upon package arrival
4. Handle returns/refunds according to Depop policies

5. Order Fulfillment

Objective: Ensure accurate, on-time delivery of orders with secure packaging to support customer satisfaction and minimize returns or damage.

Steps:

1. Confirm order(s) with a present shipping QR code in the Depop app.
2. Retrieve item(s) from storage and verify product condition.
3. Package item(s) securely using the appropriate mailer size
4. Mark package(s) with appropriate item label
5. Bring package(s) to a USPS store and provide the appropriate shipping QR code
6. Keep up with tracking to ensure the package arrives to the customer

6. Sales Tracking & Analysis

Objective: Use sales data to measure performance and optimize strategy.

Steps:

1. Enter each completed sale into Excel Dashboard
 - Sale #
 - Category
 - Subcategory
 - Brand
 - Color
 - Size
 - Bought Price
 - Purchased From
 - Listed Price
 - Sold Date
 - Sold Price
 - Shipping Price
 - Total Payout
 - Profit

2. Use the dashboard to visualize:
 - Profitability by original sourcing location
 - Category/subcategory performance
 - Monthly sales trends
 - Top-performing brands
 - Sales distribution by size
3. Use insights to adjust sourcing and listing strategy monthly