



Western Academy of Beijing

WAB Tiger Commerce

WAB DAD| Parent Link Project 2018/19

Jim James

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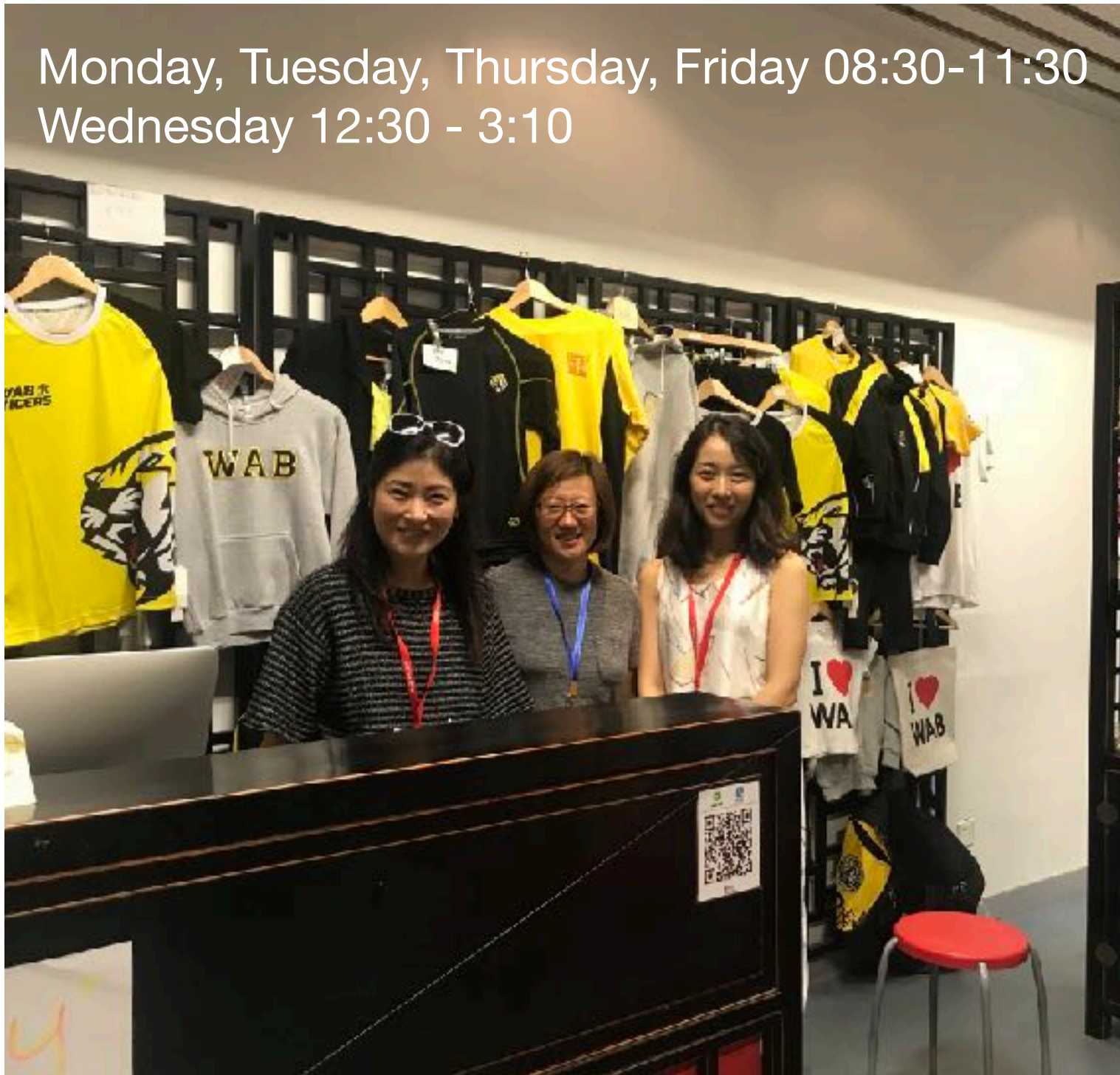
Issue: 12.09.2018 v5

1. Current situation

- Parent Link sells WAB Tiger merchandise at one shop.
- The Tiger Den is located in WAB's Elementary school.
- Volunteers run the shop.
- Shopping hours are limited.
- Tiger plays valuable role in the community
- Legal and financial aspects held by WAB

The Tiger Den: Community shop

Monday, Tuesday, Thursday, Friday 08:30-11:30
Wednesday 12:30 - 3:10



2. Objectives

- Offer WAB Tiger merchandise to customers 24/7
- Increase WAB Tiger merchandise sales contribution to Parent Link
- Reduce the work load on the shop volunteers
- Enable WAB Alumnus to continue to support WAB
- Reduce costs of WAB Tiger merchandise by increasing volume
- Develop new WAB merchandise

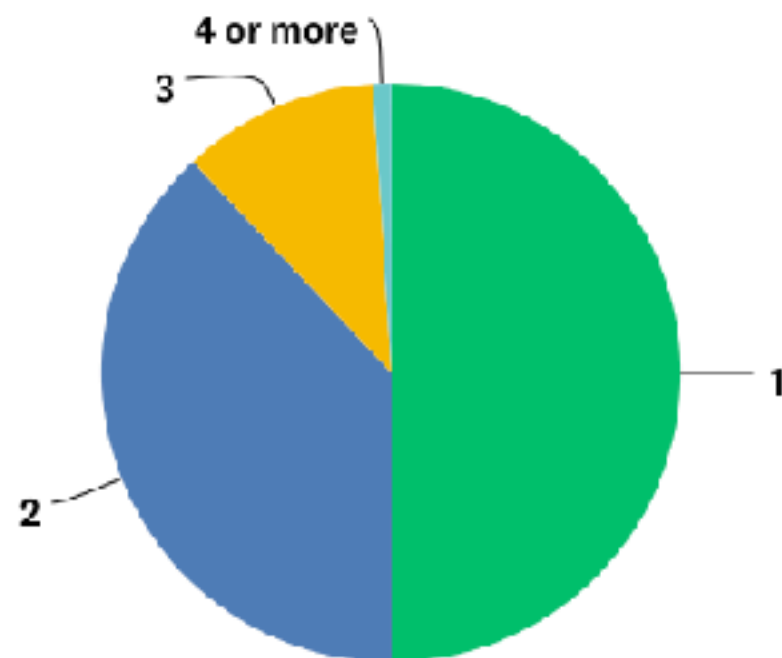
3. The current situation

1. 71% of respondents have visited the Tiger Den.
2. 9% say that they are a 'great deal' familiar with the products available
3. 63% have made purchases from the Tiger Den.
4. 38% would definitely make a purchase online
5. 45% spend over RMB150 per year
6. 59% purchase each semester

On-line Survey with 100 respondents who answered anonymously to a general call to answer 10 questions.
Closed 12.09.2018

How many children do you currently have attending WAB?

Answered: 100 Skipped: 20



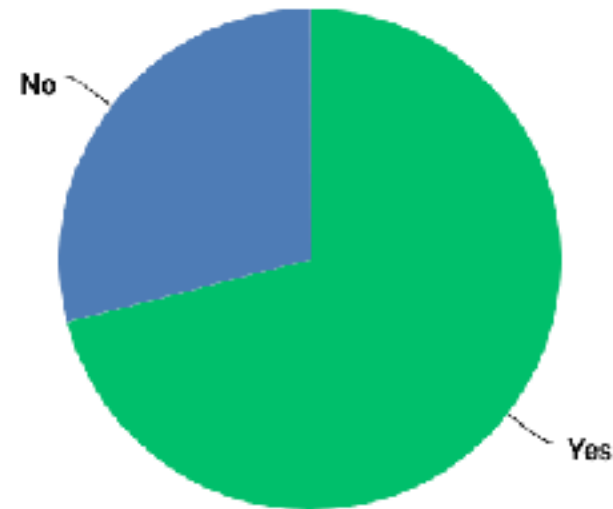
Comments:

If there is on-line shop, very much helpful especially for the people who doesn't live near WAB. I live in Liangmaqiao(亮马桥) area so, for me, not so easy to go to WAB campus and visit Tiger Den while they are opening (of course I express my respect for the people who supports Tiger Den as volunteer !!).

Under the such situation, website shop is very much helpful !!

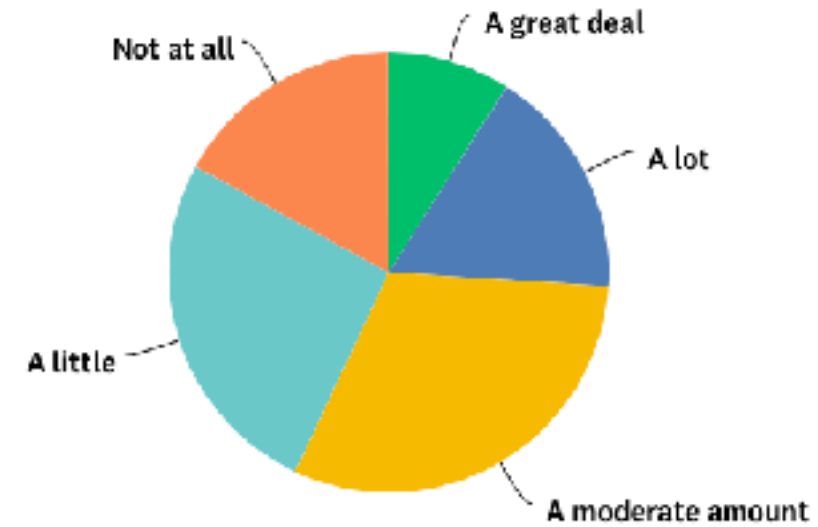
Have you ever visited the Tiger Den?

Answered: 100 Skipped: 20



Tiger Commerce

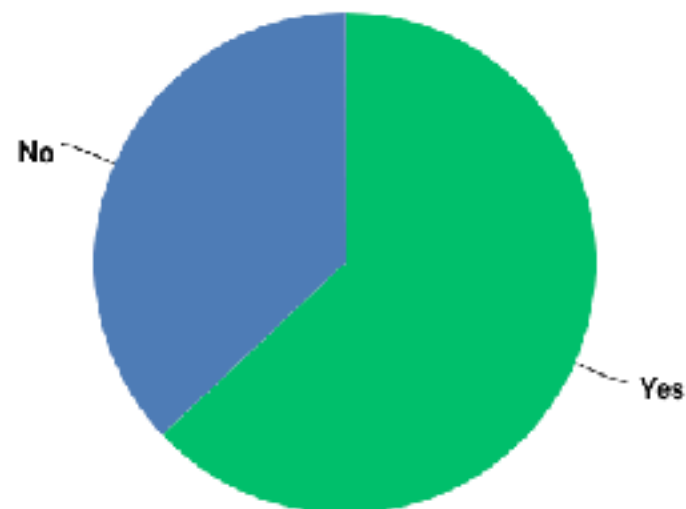
Are you familiar with the products that are available for purchase from the Tiger Den?



Tiger Commerce

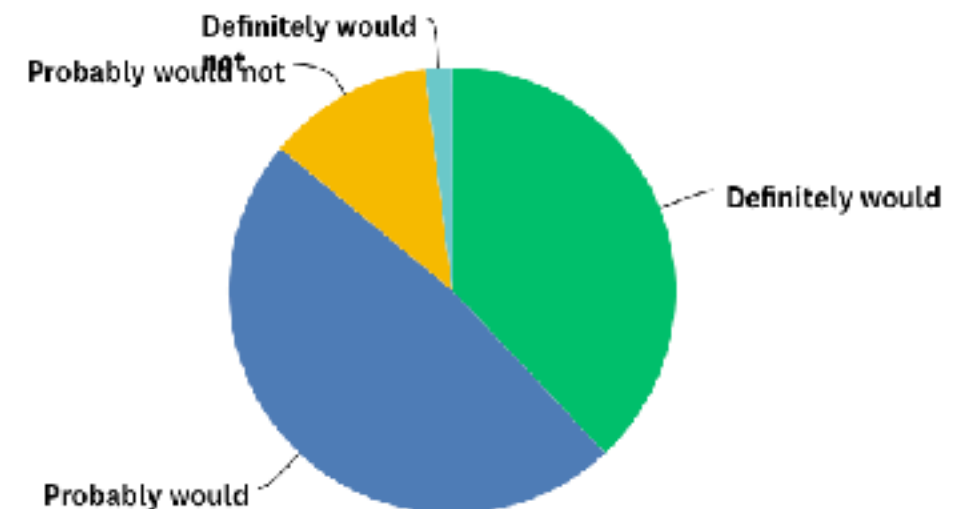
Have you ever purchased anything from the Tiger Den?

Answered: 100 Skipped: 20



Tiger Commerce

If the Tiger Den's products were available online with pictures and descriptions, would you visit the e-commerce site?



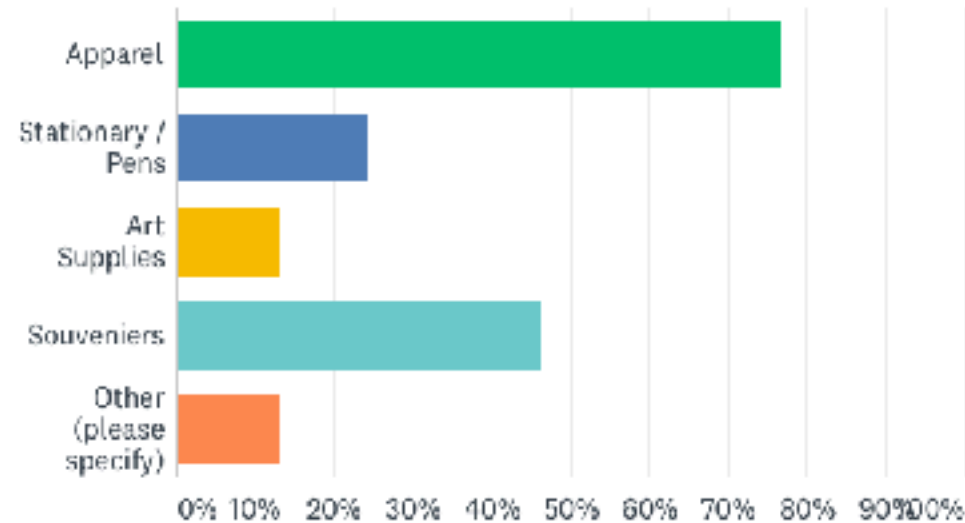
Tiger Commerce

A demand for WAB merchandise availability both on and offline.

Survey with 100 respondents who responded to a general call to answer 10 questions.

Which items do you tend to buy from the Tiger Den?

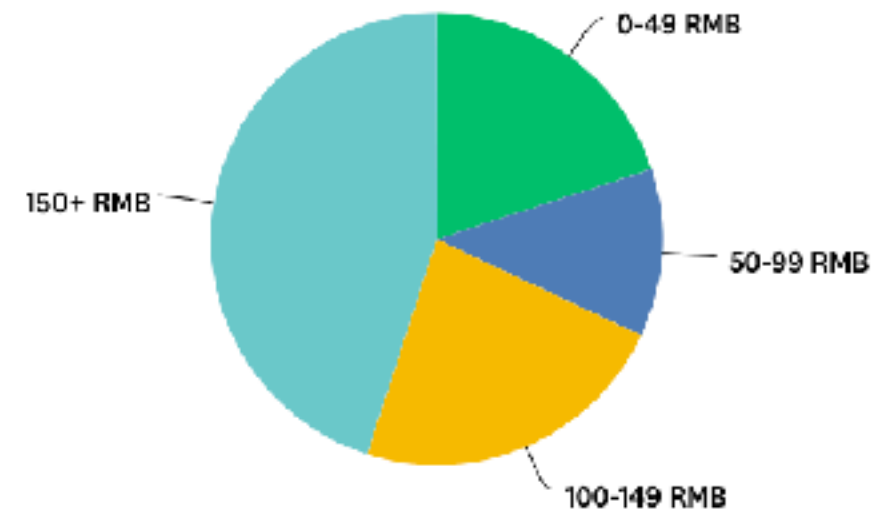
Answered: 99 Skipped: 21



Tiger Commerce

How much do you spend on WAB merchandise each year?

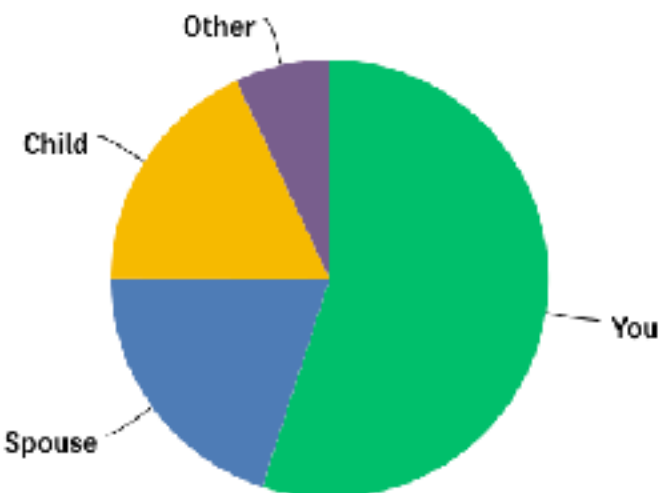
Answered: 100 Skipped: 20



Tiger Commerce

Who in your family buys the majority of WAB merchandise?

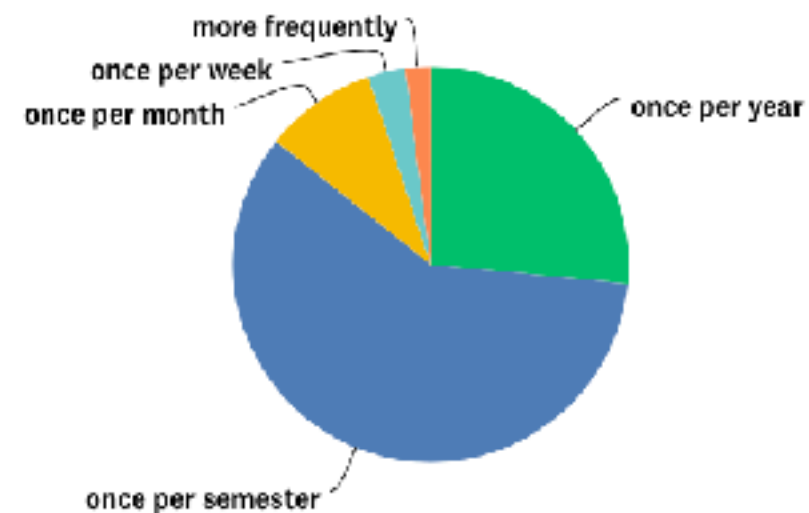
Answered: 100 Skipped: 20



Tiger Commerce

How often does your family buy WAB merchandise?

Answered: 98 Skipped: 22



Tiger Commerce

Tiger Den as key outlet
for WAB apparel.

120 responded, only 100 answers shown due to software license restrictions.

WAB Tiger Merchandise



Currently the store sells:

- WABX apparel
- WAB marketing stock
- Tiger Den developed products
- Student developed products
- Cambridge Masks
- Miscellaneous items e.g. keyboard covers, USB, school supplies, lanyard

Survey respondents also requested:(no order)

- Umbrellas, decorations, decals. Folders. Highlighters. Caps. Wab polo tees, boxer shorts, tiger shark swimming trousers, T-shirt, socks, schoolbag, mac notebook cover, red fleece WAB blanket, pencil bag, WAB swimwear, WAB beanie for adults, USB's, caps, coasters, drink coolers: the things you put your bottles or cans in to keep cool. Car stickers (bumper) screen shades for your car when parked, stationary, computer mouse, kites, vacuum mugs, posters, sports equipment, phone cases, battery packs, kit bags, re useable linen bags for shopping, elastic shoe laces, healthy snacks (granola bars), naming pen or pencils, merchandise for birthday presents, books, Winter Jacket, Stationary , toys, baggage tag, iPad covers.

- And...

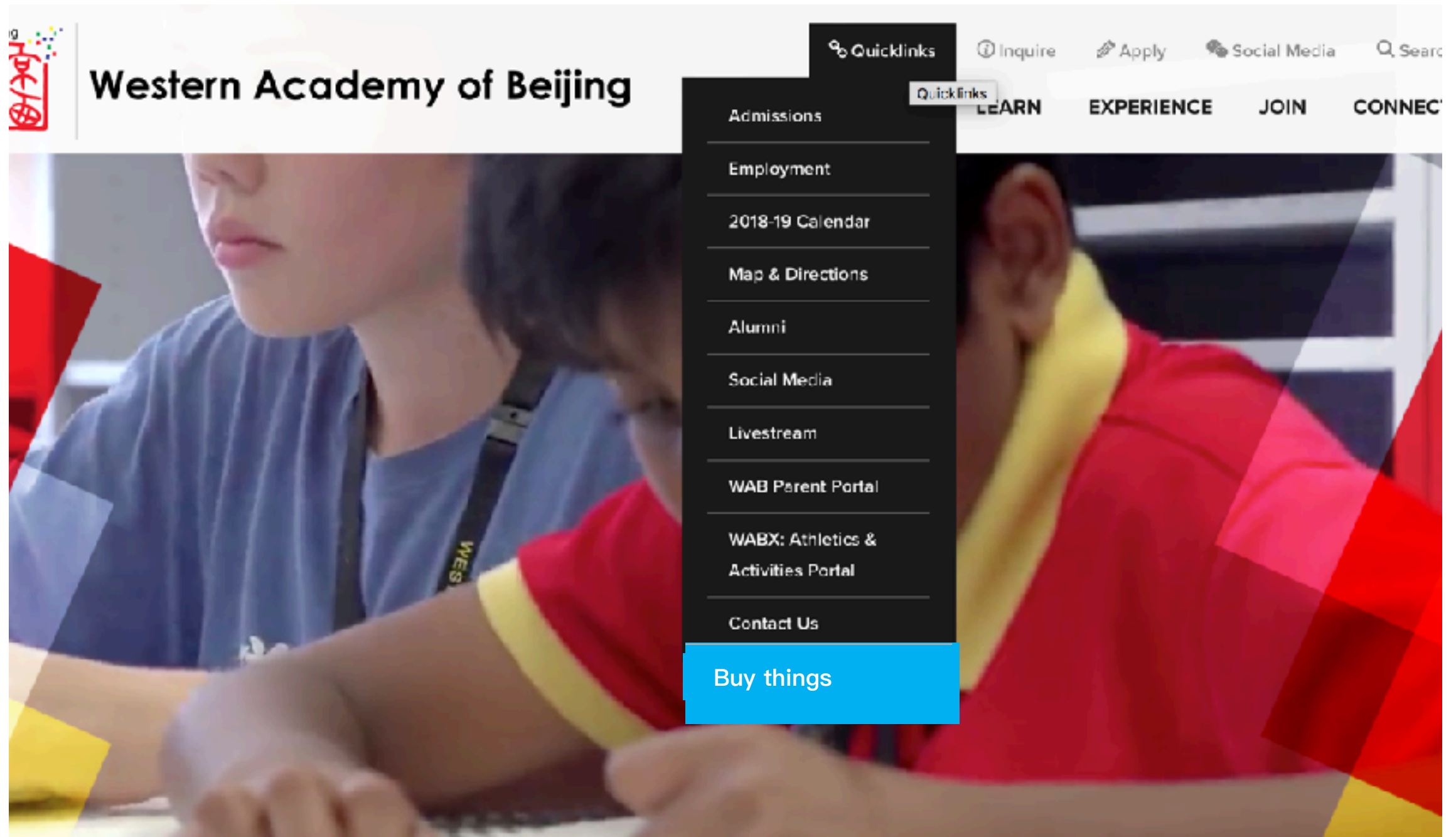
As a shop for all grades, I think we should have items according to them. And I think we should be better equipped. And one of the opinions of many is that the red notebook with the WAB logo is too expensive.

The old style thicker WAB PE pants for boys were very comfy in winter. New style (with tightening elastic at waist) are much less comfy. Black Lunch/snack box zippers break too easily.

WABX Merchandise

Item	Cost price RMB
Duffle Bags	210
Big Nike Back Pack	190
Tracksuit top	180
Track suit bottoms	110
Long Sleeve warmup	80
Tiger Hats	60
Socks	35



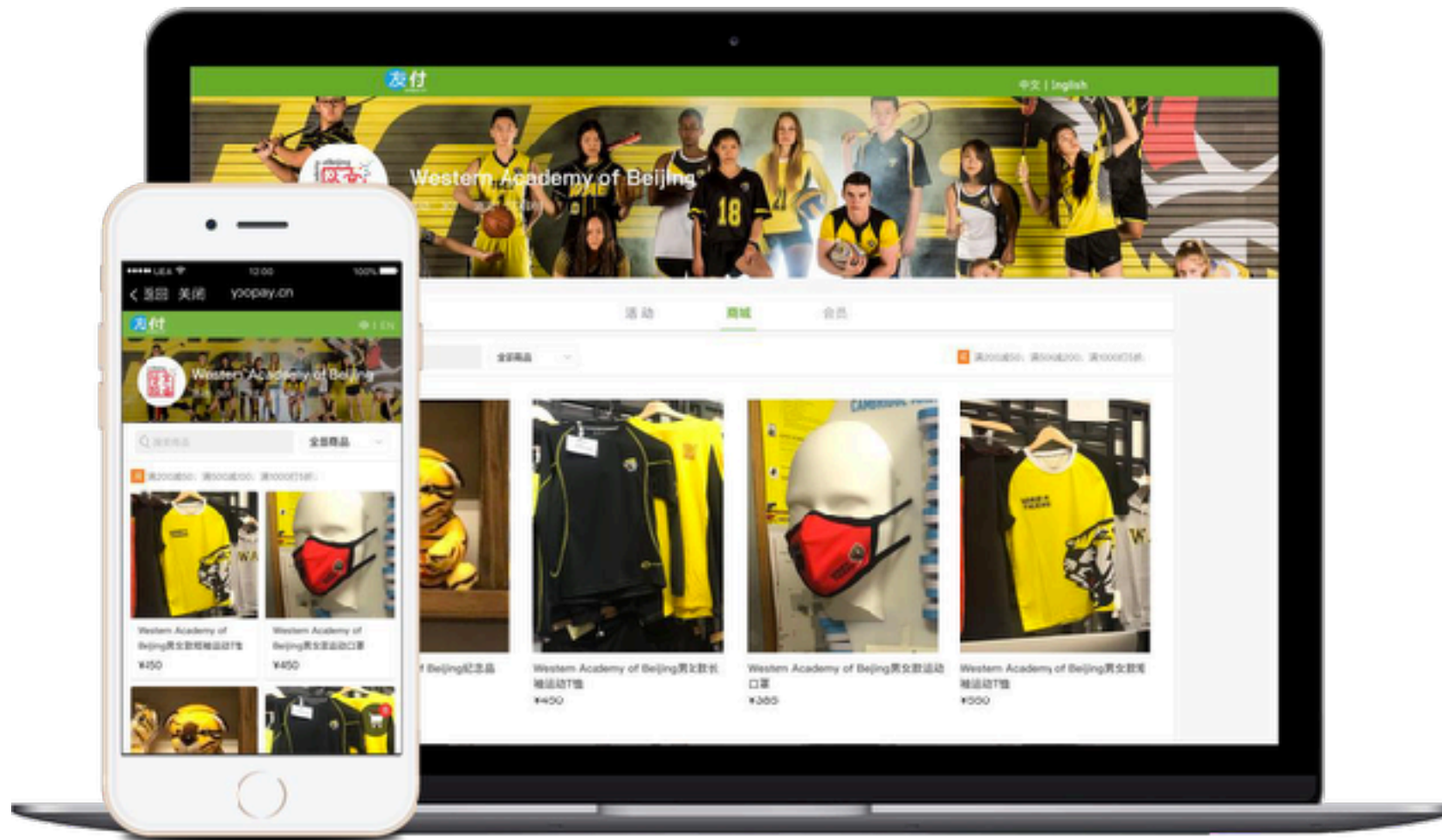


Easy to find the shop

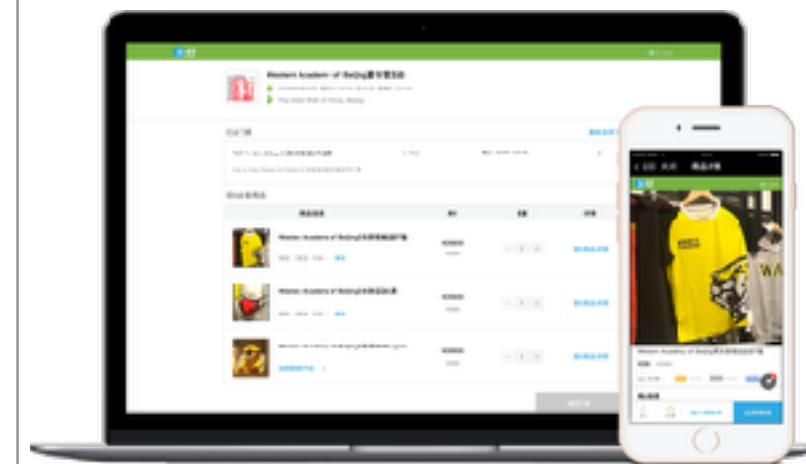
Can link to on-line store

Internet shop

<http://wab.edu/shop>



No programming necessary,
set up in 5 minutes.
Automatically optimized for
both mobile and PC;
Powerful products promotion
and management features.
Bi-Lingual.



Sell tickets & merchandise in multiple currencies

Design Once, Access on PC, Mobile & WeChat

Discretional pricing
(discount code, sales price, etc).



Merchandise Categories

- Apparel
- Art supplies
- Food & beverage containers
- Stationary
- Souvenirs
- Student developed products
- Swim wear
- Tickets
- Technology supplies

Features to consider

Storefront:

- Professional themes available
- Mobile commerce ready
- Ability to brand the store
- Ease of maintenance
- Inventory system
- Payment system
- Use of own domain name e.g. WAB.shop.

Store:

- SSL encryption
- Credit card & alternative payment gateways
e.g. wechat/alipay/paypal
- Language

Backroom:

- Integrated with shipping
- Tax calculation
- Fapiao generation

Store management:

- Customer profile
- Customer account creation
- Fulfilment centre connection
- Refunds
- Email templates
- Order fulfilment

Marketing:

- SEO optimised
- Generate Site map automatically
- Discounts across the platform
- Gift cards
- Social media integration
- Product reviews by customers
- Email marketing integration

Product:

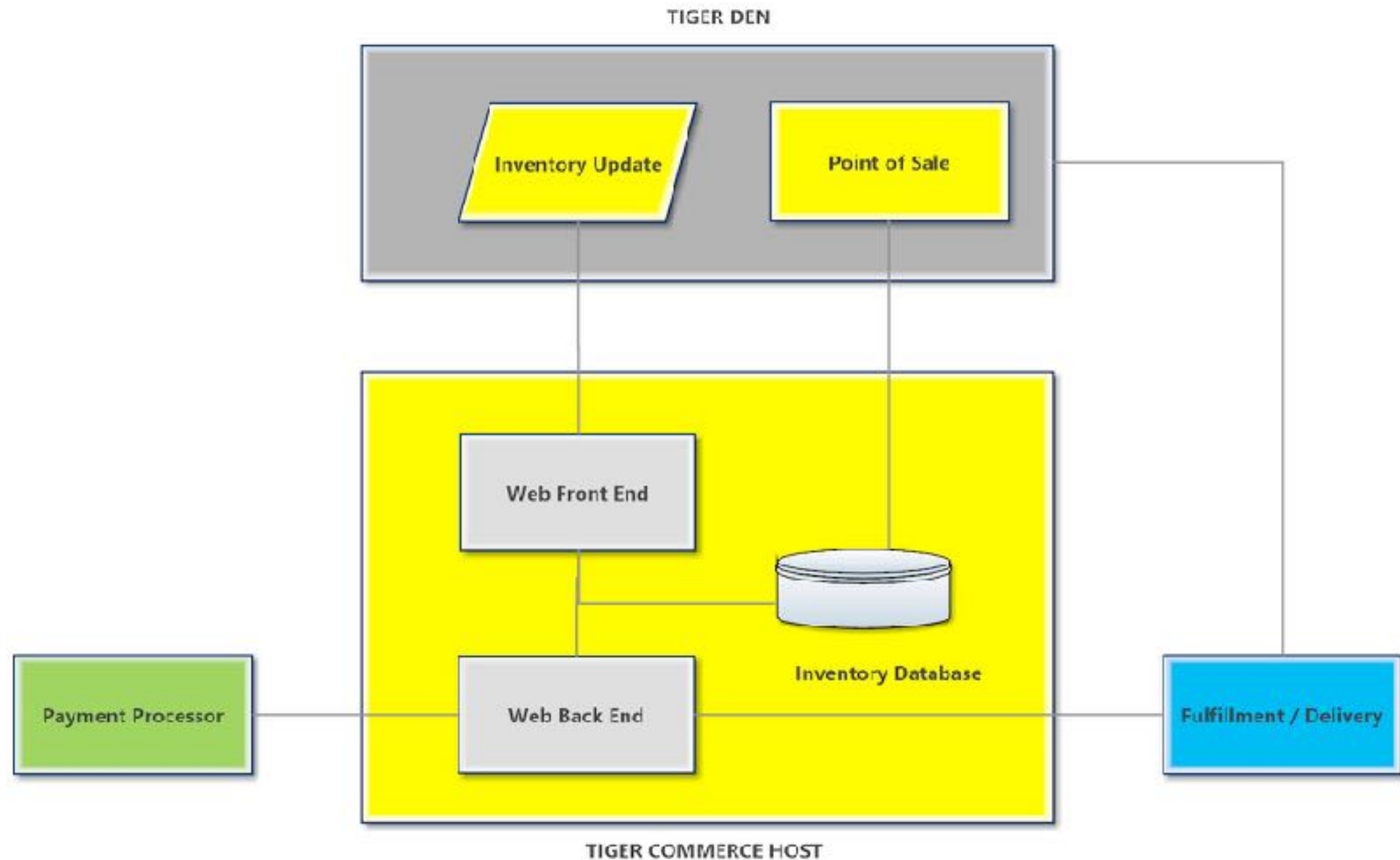
- Inventory management
- Product variants
- Product organisation e.g. category
- Multiple images per product
- Digital product direct download
- Import/export csv

Analytics:

- Dashboard
- Product reports

Technology overview

TIGER COMMERCE OVERVIEW PROPOSAL 2018-08-27



5. Legal

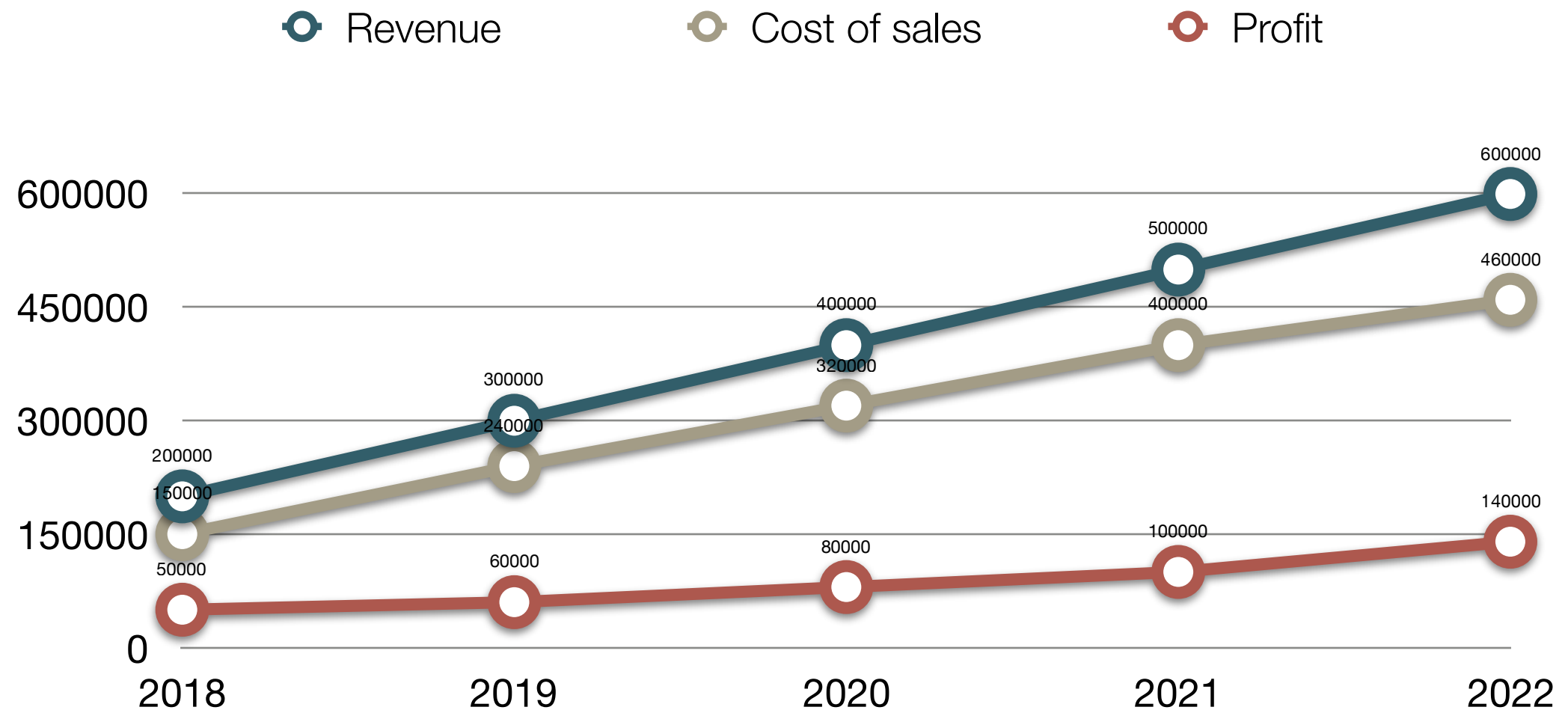
- Parent Link runs the shop and future online sales of WAB Tiger Merchandise.
- Parent Link does not have a legal entity.
- WAB has to apply for the necessary licenses, bank accounts and legal documents.
- WAB has to approve this project.

Business model

The Tiger Den will buy products from various suppliers, and charge a standard 100% gross margin. Discounts can be offered on items and at times of year to encourage purchasing. The goal is to standardise and improve margins to provide funds for reinvestment.

Sample model			
Items	Cost Price	Sale Price	Gross Margin
Duffle Bags	CN¥210	CN¥420	CN¥210
Big Nike Back Pack	CN¥190	CN¥380	CN¥190
Tracksuit top	CN¥180	CN¥360	CN¥180
Track suit bottoms	CN¥110	CN¥220	CN¥110
Long Sleeve warmup	CN¥80	CN¥160	CN¥80
Tiger Hats	CN¥60	CN¥120	CN¥60
Socks	CN¥35	CN¥70	CN¥35

6. Finance

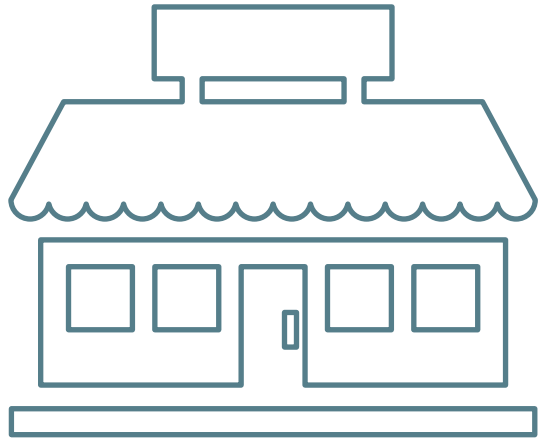


Assume 1,000 families spend on average RMB150 per year per child in year one, and that we can increase revenue per family, and increase the number of families buying.

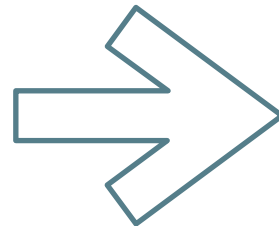
Suppliers

- The Tiger Den has a number of suppliers, some internal and a few external.
- WABX
- Marketing

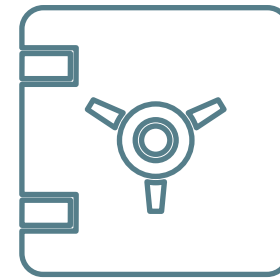
Cash Flows



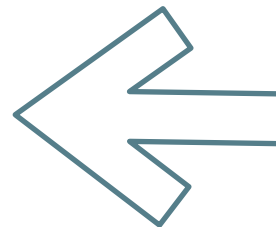
Tiger Den sells
goods in the shop or
online.



Funds pass to WAB
Accounting



WAB pays suppliers



Surplus funds for
Parent Link

7. Promotion / marketing

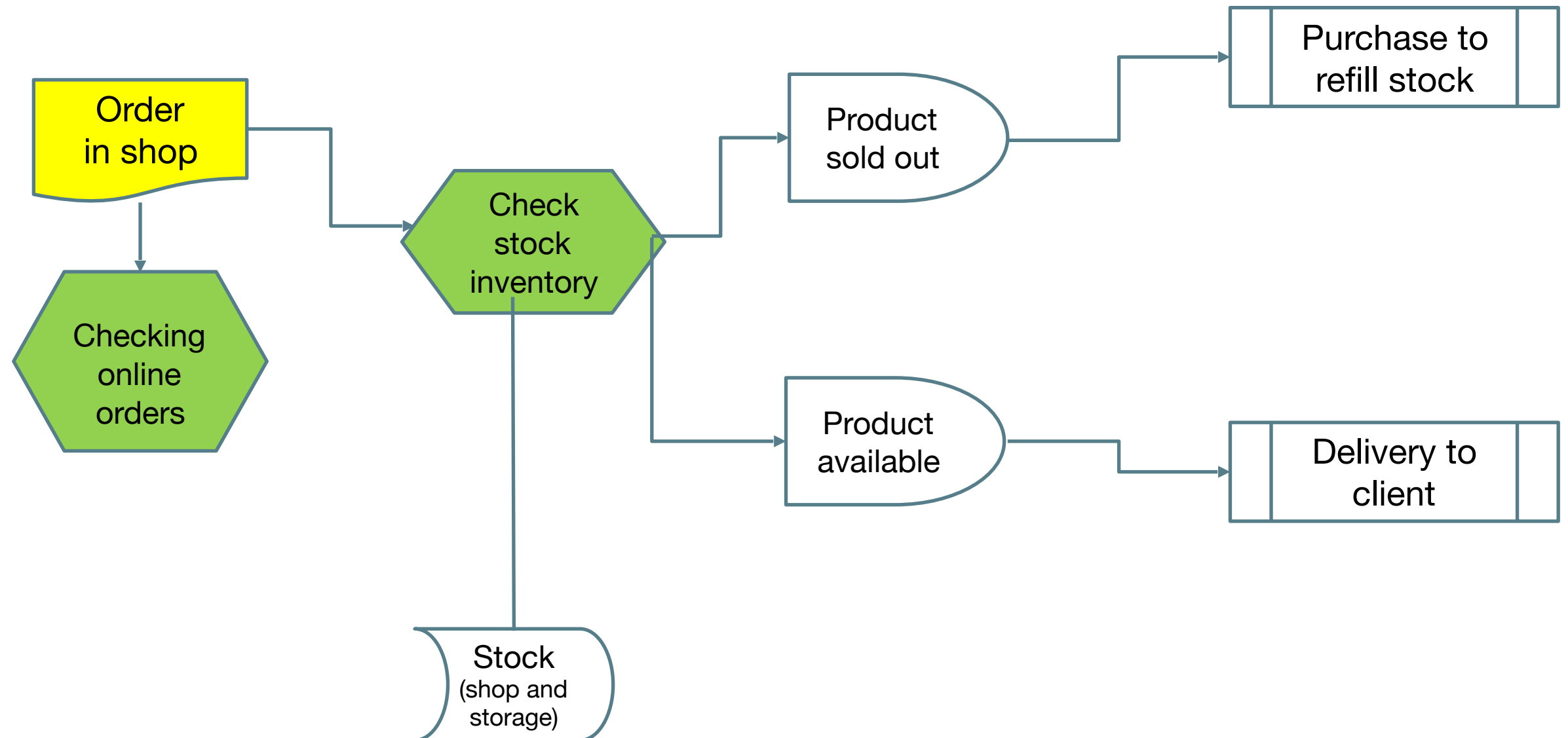
Promotion of the store will be done via:

- Tiger Den
- Signage at MS & HS
- WAB weekly
- Print advertising
- WAB events
- Social media
- Bus signage (1,000 journeys each day?)



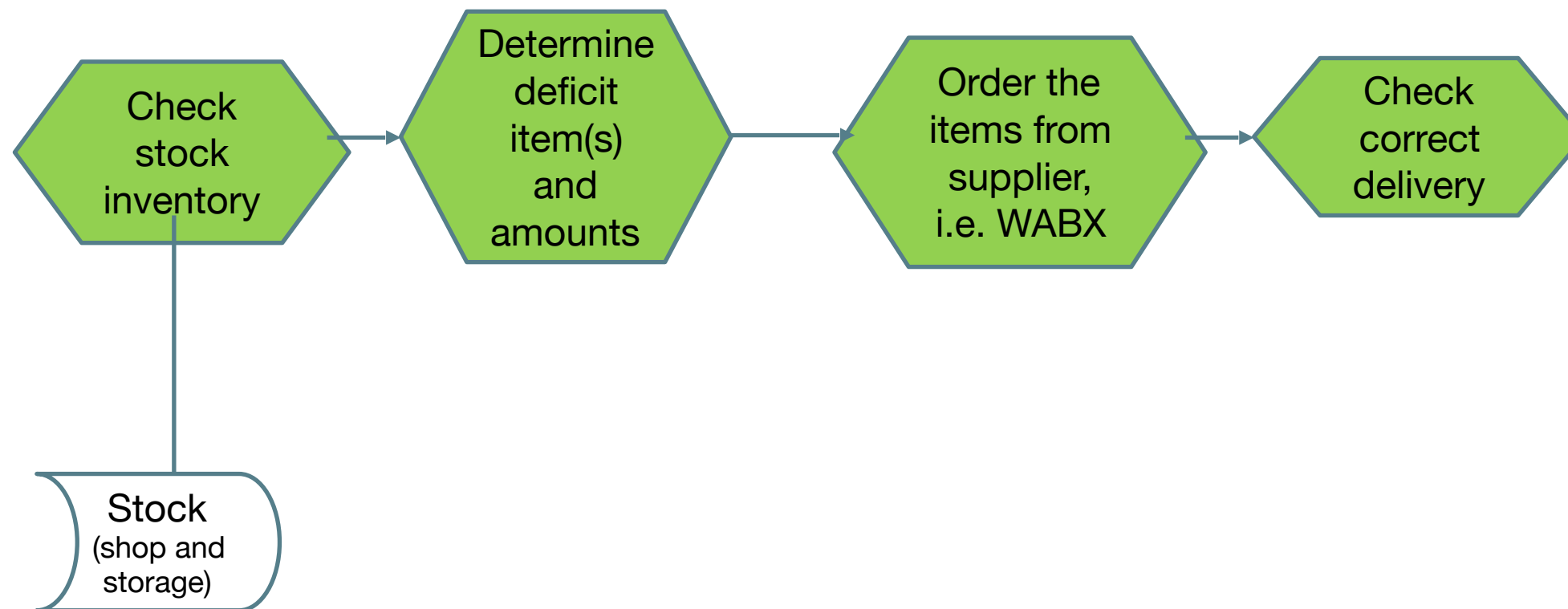
8. Workflow

- A) Ordering



8. Workflow

- B1) Suppliers (shop delivery)



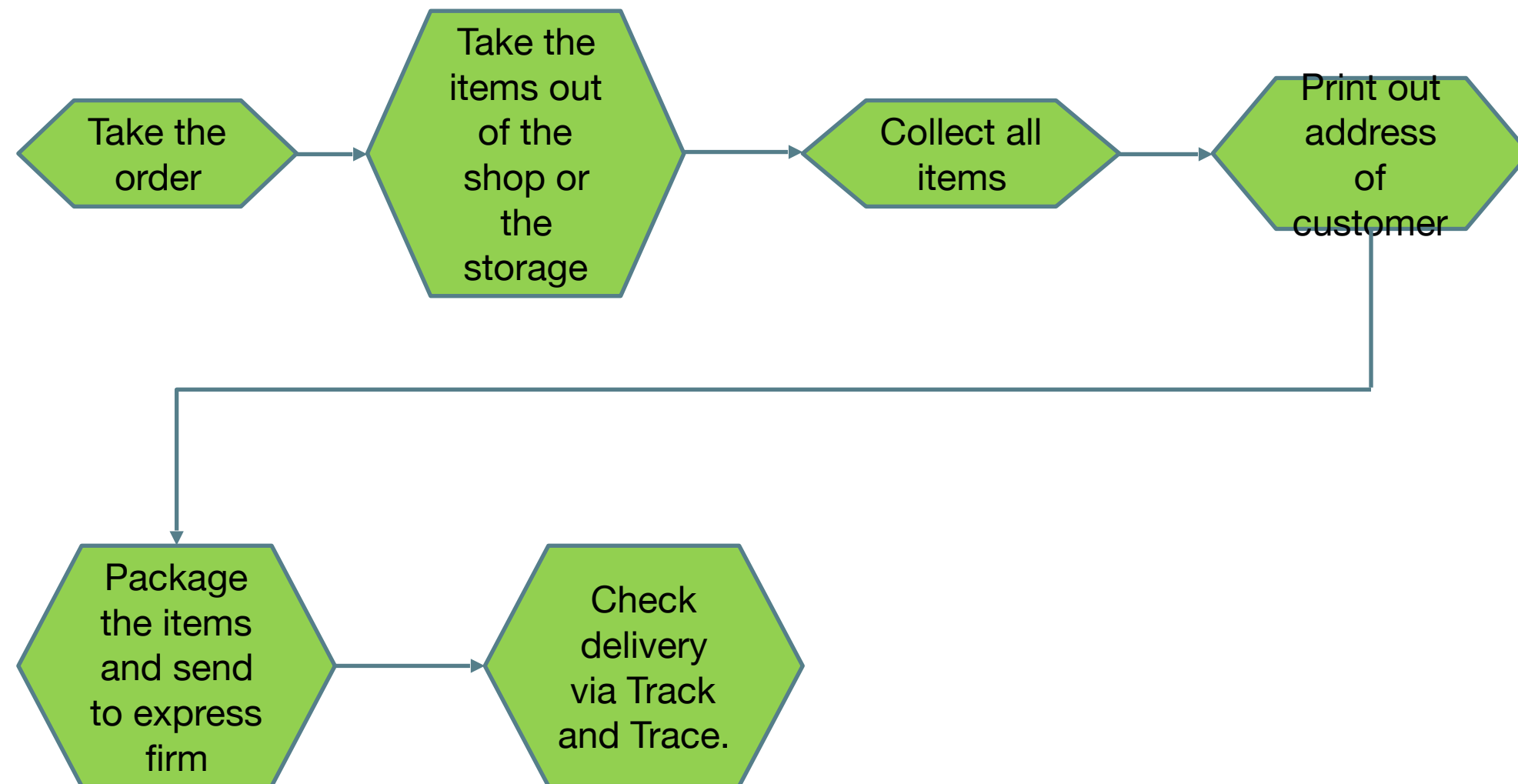
8. Workflow

- B2) Suppliers (direct shipment)



8. Workflow

- C) Fulfillment (actions for Tiger Den volunteers)



Timeline

	Phase I	Phase II	Phase III	Phase IV	Phase V	Phase VI
Planning	August					
Agree Implementation	Sept					
Approvals		Sept	Oct	Oct	Nov	
Catalogue of merchandise	August	Sept				
Selection of technology platform			Sept			
Photography of merchandise		Sept	Sept	Oct		
Upload of content				Oct		
Design storefront			Sept	Oct		
Trial purchases				Oct	Nov 4th	
Connect to WAB site					Nov 11th	
Soft Launch					Nov 25th	
Full Launch						Dec 1st

-
- (no order of preference)
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