

# Spokane Racquet Club E-Store Launch Plan

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Vendor: Dynamite Enterprises (Spokane, WA)

## Overview

Spokane Racquet Club will launch a limited-time online E-Store in partnership with Dynamite Enterprises. This store will feature selected club-branded apparel and accessories, available for order by members and the public.

## Benefits of Using an E-Store

- No upfront inventory costs or storage requirements
- Dynamite handles all order processing, fulfillment, and shipping
- Custom online store link for easy sharing via email and social media
- Flexible product selection, including colorways and apparel types
- Option to include a fundraising markup for club revenue
- No screen or digitizing fees for orders placed through the E-Store

## Cost Structure

- One-time setup fee: \$150
- Screen printing minimum: 48 items (same design)
- Embroidery minimum: 24 items (same design)
- Orders are fulfilled and shipped approximately 2-3 weeks after the store closes

## Why E-Store Over In-Stock Merchandising?

Compared to stocking merchandise in the pro shop, an E-Store eliminates financial risk, simplifies operations, and broadens purchasing access. It allows us to offer modern, branded apparel without the need to predict sizing or store leftover inventory. All fulfillment is handled by the vendor, freeing

up staff time and space.

## **Next Steps**

- Finalize product list and artwork with Dynamite Enterprises
- Approve store URL and go-live window (e.g., 2-3 weeks open)
- Promote the store via club email list, website, and social media
- Consider adding a small profit margin per item for club fundraising