

# trendz



## VENDOR GUIDE

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## I. Hours of Operation

Trendz is open to the public Monday through Saturday from 10:00 AM to 6:00 PM, and every Thursday until 8:00 PM. We are open Sundays during the Holiday Season.

Vendors may access the market beginning at 9:30 AM daily or by appointment.

## II. Customer Payment/Check-Out Procedures

Trendz uses a multi-vendor software system that tracks sales for each vendor by an ID number assigned to each vendor.

Vendors will attach 2 tags for each item showing the Vendor ID number, ITEM number, brief item description and price; all tags must be legible and secured to the merchandise. One tag from each item will be retained for reference by Trendz at Check-Out. Tags are to be provided by each Vendor. A good source of dual tags is [www.roberthamm.com](http://www.roberthamm.com).

While sales are tracked digitally on the system, the vendor tag for each purchase is also filed for reconciliation and exchanges.

Trendz accepts Visa, Mastercard, Discover, AMEX, debit cards, checks (with phone number & drivers license) and cash. Checks must be imprinted.

## III. Vendor Sales/what-sold.com

For your convenience, Trendz provides vendors with easy access to information on sales. Vendors can track sales daily on **what-sold.com**.

### How to get set up on what-sold.com:

Store Number is 827

Your Userid is your Vendor ID.

Create your own password. Passwords can be up to 10 alpha or numeric characters. Please avoid special characters such as !@#\$\$%^&\*()<>:"';'<>.

Send your passwords to [dawn@merrillcompanies.com](mailto:dawn@merrillcompanies.com).

It takes approximately 48hours to get your password set up in the system.

## **IV. Vendor Payments**

Trendz issues checks via mail to Vendors on the 10th day following each calendar month.

Trendz collects and pays Sales Tax on total sales, therefore Vendors will not be required to do so. Vendor sales should be treated as net sales on goods sold. Each Vendor will receive a 1099 from Trendz management. Vendors should talk to an accounting professional regarding Sales Tax reporting as Trendz will be paying Sales Tax for Kansas only.

Booth Rental Fees will be deducted from the payment issued to Vendors at the end of each month for the upcoming month. If Vendor sales fall below the Booth Rental amount, a check is due to Trendz on the 15th of the month.

## **V. Return/Exchange Policy**

Trendz has a 10 day “exchange only” policy. Generally, this means that all sales are final, with the exception of exchanges. Exchanges will be accepted within 10 days when accompanied by a dated original sales receipt.

Merchandise must be new and unused with the vendor’s tags in place. A store credit will be issued if the customer chooses. Trendz reserves the right to modify or change the return/exchange policy at any time.

## **VI. Booth Management**

Your space at Trendz is your calling card; an opportunity to join a community and market your goods, services and locations to new and existing customers. It is a convenient portal for sales, promotions and events.

Vendors should treat booth space as a store; wall structures, display furnishings, props, rugs, promotional materials and signage are encouraged. Keeping your booth fully stocked at all times is required.

While Vendors are not required to be on-site every day, Trendz requests a minimum of 8 hours on-site per month, per Vendor. However, Vendors are welcome and encouraged to be at Trendz daily if desired. A sign-up sheet will be provided at the check-out.

## VII. Signage

Booth signage mandatory. Get creative! Branding your store within Trendz will greatly enhance your marketing efforts and ultimately, sales.

Studies show that consumers seek guidance and reasons to buy while in a store; Trendz provides a market-wide signage program designed to promote sales for throughout the entire market.

This is where you tell your story! Talk about your product; What do you want to say about your style or product? What's "in" this season at your store? What colors blend? How does it wash? How do you mix something new with something old? Help us promote you and your products by filling out the attached form.

## VIII. Security

Security at Trendz is a priority. We have installed a 3-part approach to achieving a secure shopping environment.

- 1) Security Cameras: at least one real and five prop cameras will be installed throughout the market in highly visible locations. We plan to add additional live cameras by the 3rd quarter of 2010.
- 2) Anti-Shoplifting Signage: Shoppers will be repeatedly reminded throughout the market and dressing rooms of the consequences of stealing from Trendz.
- 3) Customer Service: greeting each customer, keeping a steady eye on the market and continuously checking in with each guest is crucial for both Trendz staff and on-site Vendors. FACT: Greeting customers prevents over 80% of shoplifting incidents and is more effective than cameras or electronic security.

Again, security at Trendz is a priority. However, shoplifting remains the largest threat to profitability in the retail industry. As members of the **International Council of Shopping Centers (ICSC)**, we stay abreast of the most current information available on preventing and dealing with theft. We know that greeting and talking to customers is our #1 weapon against the shoplifter. When you are in the store, you can also be a part of the solution by greeting any customer you meet!

Another common issue is that sometimes items seem to have been stolen, but are actually misplaced by customers changing their minds. Also, before you send an alert about a missing item, please be sure you know your original inventory count. Our recovery rate for missing items is extremely high!

## **IX. Trendz Marketing, Advertising and Events**

Multiple marketing, promotional and advertising opportunities are available through Trendz. In-house marketing at Trendz includes:

- 1) Periodic publication of the Trendz Style Guide in 435 Magazine
- 2) Trendz Market website: [trendzmarket.com](http://trendzmarket.com)
- 3) Trendz Email Blasts and Twitter Updates: [@trendzmarket](https://twitter.com/trendzmarket)
- 4) Trendz Postcards
- 5) First Thursdays and Trendz sponsored Events
- 6) Public Relations and Media Events

Vendor sponsored marketing and promotional opportunities include but are not limited to:

- 1) Use of Trendz images in vendor advertising and promotional materials
- 2) Private Vendor Sponsored Events at Trendz
- 3) Vendor Website Development; assistance provided
- 4) Trendz leave-behind postcards

We encourage our Trendz Vendors to take full advantage of the marketing and event programs available through Trendz; let's get the word out!

## **X. Marketing YOUR Business**

Multiple marketing, promotional and advertising opportunities are available through Trendz. In-house marketing at Trendz includes:

- 1) Periodic publication of the Trendz Style Guide in 435 and SPACES Magazine
- 2) Print, Online and email marketing through Her City Guide
- 3) Member of Her City Guide Discount Card
- 4) Trendz Market website: [trendzmarket.com](http://trendzmarket.com)
- 5) Trendz Email Blasts and Twitter Updates: [@trendzmarket](https://twitter.com/trendzmarket)
- 6) Trendz Postcards
- 7) First Thursdays and Trendz sponsored Events
- 8) Public Relations, Fashion Shows and Media Events

Vendor sponsored marketing and promotional opportunities include but are not limited to:

- 1) Use of Trendz images in vendor advertising and promotional materials
- 2) Private Vendor Sponsored Events at Trendz
- 3) Vendor Website Development; assistance provided
- 4) Trendz leave-behind postcards

We encourage our Trendz Vendors to take full advantage of the marketing and event programs available through Trendz; let's get the word out!

## **XI. Tips for Success at Trendz**

We look forward to working with all of you to achieve amazing success at Trendz! While traffic at Trendz is excellent, you should look at your store as an independent destination! The following tips should help you build excitement about your store and drive sales:

- 1) **WORK YOUR STORE** – Yes, this is your baby and your presence counts!
- 2) Let your customers know you are at **TRENDZ!**
- 3) Develop **YOUR** customer base; gather customer email, phone and address lists
- 3) Promote events at Trendz through your network
- 4) Put effort into your signage program; Talk to your customers through signage!
- 4) Send or give away Trendz Postcards at your store and at events
- 5) Sponsor private events at Trendz, i.e. trunk shows, promotion, etc.
- 6) Work together – there's strength and grace in teamwork; everyone wins
- 7) Let us know about specials or promotions you are having; we'll get the word out
- 8) Make your space unique and fun to visit / mix it up bi-weekly to create a new presentation and keep it fresh
- 9) **GET INVOLVED!**

## **XII. Contact Information**

Trendz General Communications: [trendzteam@gmail.com](mailto:trendzteam@gmail.com)  
Vendor Coordinator: Lori Schemmel | [lori@trendzmarket.com](mailto:lori@trendzmarket.com)  
Leasing: Monica Toepfer | [info@trendzmarket.com](mailto:info@trendzmarket.com)  
Trendz Market at Ironhorse Centre | 5405 W. 151st Street | Leawood KS 66224  
913-685-5916 | [trendzmarket.com](http://trendzmarket.com) | [trendzteam@gmail.com](mailto:trendzteam@gmail.com)

**VENDOR WEBSITE:** [www.trendzmarket.com/vendor](http://www.trendzmarket.com/vendor)

Use this site (username and password required) to access helpful forms and contact information. This website may also be accessed from the [trendzmarket.com](http://trendzmarket.com) site under the INFO tab.

Your username and password will be mailed to you.

### XIII. Tagging System

If possible, PRINT your tags. If not, please write CLEARLY. Trendz is not responsible for mistakes at the register on illegible tags.

All SALE pricing must be marked ON the tag. Trendz will ring the price ON the tag.

Please AVOID Sticker Tags. If using a sticker type tag, tags MUST be removable.

Vendors may use their own logo tags for marketing purposes; however, tags must still follow the guidelines below.

Include the following, in this order:

- 1) VENDOR ID
- 2) ITEM NO (you can create your own inventory system with this number)
- 3) DESCRIPTION (Item, Size, Color, Style i.e.; Knit Dress, Black,)
- 4) PRICE

SAMPLE: 2 Part Perforated Tag, Printed

SS004 ----- KIPPY025 ----- red stud belt, SM ----- \$95.00 -----
SS004 ----- KIPPY025 ----- red stud belt, SM ----- \$95.00 -----

CC002 ----- FIESTA3204 ----- Martini glasses, set of 4 ----- \$49.95 -----
CC002 ----- FIESTA3204 ----- Martini glasses, set of 4 ----- \$49.95 -----

## **XIV. Standards of Business Conduct**

Our values guide our behaviors and must shine through in all our interactions with each other and customers. Trendz vendors are great people who share the following values:

- Integrity and honesty
- Passion for customers, vendors, and merchandise
- Trust and respect for individuals
- Open and respectful with others and dedicated to making them better
- Self-critical, questioning and committed to personal excellence and self-improvement
- Accountable for commitments, results, and quality to customers, vendors, and Trendz employees.

As responsible business owners, it is not enough to intend to do things right, we must also do them in the right way. That means making business decisions and taking appropriate actions that are ethical and in compliance with applicable legal requirements. The Standards of Business Conduct are an extension of the Trendz values and reflect our continued commitment to ethical business practices and regulatory compliance. The following list is not all-inclusive but is intended to illustrate the minimum expectations for acceptable conduct and performance at Trendz.

- Engage in open and honest communication in all your business interactions.
- Keep your promises—show others they can rely on your work.
- Perform assigned vendor duties and responsibilities with the highest degree of public trust.
- Devote full effort to vendor responsibilities during store hours.
- Demonstrate respect for the Trendz and toward Trendz employees, supervisors, managers, vendors, and customers.
- Use Trendz equipment, time and resources judiciously and as authorized.
- Support efforts to ensure a safe and healthy work environment.
- Resolve vendor-related issues and disputes in a professional manner and through established business processes.
- Make vendor-related decisions and/or take actions that are in the best interest of Trendz.
- Work cooperatively to achieve Trendz goals and objectives.
- Conduct themselves at all times in a manner that supports the mission of Trendz and the performance of their vendor duties.

