

Wyckoff PTO Economy Shop

Merchandising Suggestions for Consignors

The Economy Shop's goal is to sell as many items as possible with a win-win outcome:

- ❖ for our consignors to make money and
- ❖ for the shop to make a profit for the FLOW area schools.

The following guidelines should help to make your consigning more profitable. There is a separate document detailing how to enter your items on the system.

Step One: Preparing Items for Consigning

- 1) Attach a tape to each consigned item with the 4 required points of info. This information can be found on your printed tickets.

1. your account #

2. item #

45

#7

3. disposal date

4. price of item

10/6/19

\$2

In case your colored tag falls off this tape allows the volunteer ringing up your item to enter it manually so you can be credited for the sale.

- 2) Then attach the colored weekly tag for that week's consigning either with the tagging gun, tape or plastic tie. Colored tags will be provided at the shop when you consign. If using tape be sure to secure the colored weekly tag to your item with more than one piece of tape.
- 3) When consigning clothes please use shop hangers, not wire hangers. Clothing must be clean and currently in style. Cannot be stained, damaged, or pilled please. Pants should be folded in half and hung on the small child size hangers. Hangers with the clips are for shorts and skirts.
- 4) Household goods must be clean, with no cracks or brakes, in working order and have all pieces.
- 5) If you are bagging an item be sure to use a see-through bag and secure the bag's closing. You can staple the colored tag to your bagged item, rather than taping it. This prevents the bag from opening and items falling out when there are several pieces.
- 6) When consigning something with loose pieces such as a wooden puzzle.... either cover whole thing with a see-through covering (i.e. press n seal wrap) ...OR... put all pieces into a see thru bag and attach securely to the base. Tape both bag and base with your info in case of separation.

Step Two: Utilizing Designated Areas

The shop has established designated areas which will aid the consignor with '**where to put decisions**'. See the following list of those areas. By displaying your items in the designated area there is a better chance for sales.

First Floor Includes:

Women's clothing with separate sections for dresses, tops, bottoms, coats/suits, sweaters, scarves, leisure wear, belts and more.

Housewares

Stationery and Office Items

Frames and Photo Albums

Toiletries and Personal Items

Hobbies & Arts & Crafts for Adults

Jewelry

Pocketbooks, Totes, Wallets

Artwork and Wall Hangings

Seasonal and Holiday Items

Cookbooks

Second Floor Includes:

Men's Clothes

Junior Miss Clothes

Shoes and Boots

Books- 2 Adult Sections plus 2 Kids Sections

Sports Items

Linens/Curtains

Children/Baby Clothes

Baby/Toddler Items

Toys

CDs and DVDs

Toys

Step Three: Positioning and Displaying

General Positioning Suggestions:

- ❖ **In most cases the displaying rule of thumb is to place your bigger items to the rear of the shelf and smaller items in front.** This keeps the smaller items from being hidden and makes for "a more pleasing to the eye" display.
- ❖ **Where possible stand your items vertically (side by side) rather than horizontally (on top of each other).** (i.e. stationary, pocketbooks, frames, photo albums, books, CDs, DVDs...some exceptions are in housewares and toys.)

Half Price Items:

After a 4 week shelf life, your consigned items can either be pulled/picked up for your reconsigning or if left they will be considered donations to the shop. They will be marked half price and all proceeds of sales go to the shop.

We hope this helps to increase your sales and profit...happy consigning !!!!