

Why and what is Click & Collect?

In the 2018 B.E.A.R. report, Sunbury retail business owners asked the following questions :

How could all Sunbury coffee producers work together towards getting a little bit of Sunbury in every cup of coffee enjoyed in the coffee capital of the world? Then... world domination?

In order to improve the shopping experience in Sunbury as a whole, what are some of the techniques a retail shop could use to improve their individual in-store experience and online presence?

The Click & Collect shopping site has been created for a better local shopping initiative that aims to provide a low cost marketplace to help local retailers to combat the likes of Amazon.

To encourage customers to #ShopSunbury #BuyLocal.

How will this help local retailers?

A savvy retail community can be empowered with education, have a focus on curation and greater focus on retail metrics and customisation. There is an opportunity to add more 'play' into their shop experiences.

Why should I use Click & Collect?

“Stats found 61 per cent of shoppers who bought items online and picked up in-store made an additional purchase.” Fulfilment is difficult in Australia due to its size and population. This is an advantage for small and local businesses to take advantage of. More online channels means greater presence on the web in search engines such as Google and makes it easier to share via social media.

What are the benefits for Sunbury customers?

1. Choose from a range of products.
2. Save time on parking during busy times.
3. Click and collect outside of business hours.
4. Enhance their shopping experience.
5. Click and collect saves on shipping and solves delivery issues.
6. Customers feel more comfortable about returns.

How does Click & Collect benefit Sunbury retailers?

1. Low cost eCommerce.
2. Spread the costs of marketing.
3. Consistent messages.
4. Harness the power of consolidated ad spend.
5. Increases opportunity for impulsive purchases.
6. Keeps local business in the game, combat Amazon.
7. Brings more shoppers in-store.
8. Enhance the customer experience.

What are the features of the Click & Collect shopping portal?

We believe a shopping cart should always be work in progress, striving to provide the best shopping experience. Here are some of the features we are working on.

- Vendors (stores) have their own profile and product range
- Ability to keep track of vendor sales, invoices, orders
- Email comms. for product orders to vendor & customer
- Seller buyer chat
- SMS integration
- Commission based option
- Mobile friendly
- Customer reviews
- Easy to use
- Video
- Special offers
- Mail list
- Wish lists
- Find in store*
- Click and Collect
- Related items
- FAQs
- Social profile
- Multiple payment options
- Ask a question
- Return policy

How much does it cost?

We will be offering a low cost monthly subscription (TBC) which will allow stores to list new product and request product details on a regular basis. This covers the costs of BRAVE running the site which is built in the top ecommerce software Shopify i.e. maintain product details, sales and promotions.

There is a transaction fee on all payments for products processed via the secure Shopify system (includes **fraud analysis** on all credit card transactions).

Online Australian credit card rates 1.75% + 30¢
Online International/Amex credit card rates 2.9% + 30¢
Additional fees using all payment providers other than Shopify Payments (e.g. PayPal)
2.0%

How long does it take for funds to reach my account?

The Shopify pay period refers to the amount of time between the day a customer places an order on the store, and the day the funds from that order are sent to the bank account. The day a customer places an order on the store is determined from the time that the order was placed. Funds from orders placed on Friday, Saturday, and Sunday are grouped and sent together as one payment.

The funds might not appear in your bank account right after they're sent. Banks typically take up to 72 hours to process deposits.

How do I get involved?

We are offering the first 10 stores a free listing with up to 5 product to kick-start this initiative. To register your interest **CALL 1300 262 434**

or

send an email to team@brave.net.au with the subject line Get My Store on Click & Collect.