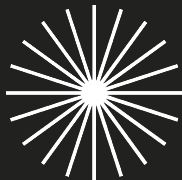




selling retail

ensuring a successful consignment experience

about The Spark

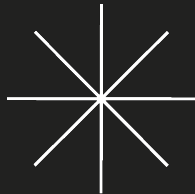


The Spark is a creative and dynamic retail space. Thoughtfully designed to celebrate diversity, collaboration, and local art.

Our space was born out of the commitment to provide professional opportunities in the art and design industry, expand the arts community in Grand Rapids, and make local art and goods more accessible to everyone.

our values

we are looking for items that align with our values and overall mission



1. Collaboration

We are collaborative, compassionate, and supportive. We cannot do it alone.

2. Diversity

Our creative ecosystem is built on and would not exist without a wide range of voices, contributions, and support from diverse artists, people, and experiences.

3. Education

We are always learning. As education is a prerequisite for life, we are committed to providing accessible educational resources.

4. Curiosity

Stay curious, explore the world around, and always ask questions.

5. Creativity

Creativity is the spice of life. Be creative, support creative, do creative.

consignment

Consignment is when a shop sells goods for a maker. The maker keeps ownership of their items until they sell.

As the maker, you'd pay a small percentage to the shop as compensation for them selling your item.

wholesale

Wholesale is when a shop buys a batch of products at a discounted rate from a maker.

The shop then owns the items and keeps any profit made in sales.

an example of wholesale



WSP \$18.00
MSRP \$30.00

- This candle costs \$30 for the customer
- The maker gets \$18 regardless of if the product sells
- The shop makes a profit of \$12 on every item that does sell but pays \$18 for each item up front

*WSP= whole sale price

*MSRP=Manufacturer's Suggested Retail Price

an example of consignment



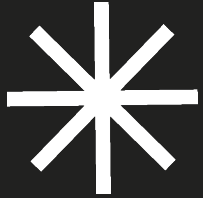
\$12 to shop
\$18 to maker
MSRP \$30

- This candle costs \$30 for the customer
- Under a 60/40 consignment split the maker will get \$18 if the product sells
- The shop keeps the remaining \$12 as their cut

*WSP= whole sale price

*MSRP=Manufacturer's Suggested Retail Price

why consignment?



Operating on consignment agreements allows The Spark to truly embrace our mission of supporting local and emerging artists.

Because there is no cost up front to The Spark, there is more flexibility in what we offer. It allows us to change out merchandise often and keep our merchandise fresh and new!

This is also a benefit to our makers because they are able to try things out and if something isn't working we can make changes and try something else at no extra cost.

whats the breakdown?

60/40

The Spark operates on a 60/40 split, which means 60% of each item you sell goes to you and 40% goes to us.

how long does a consignment contract last?

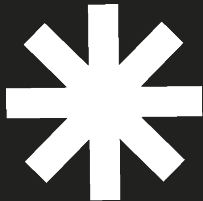
typically 4-6 months

We have flexibility in how long the contract will last depending on the size of the order and the products offered.

4-6 months is a good window to determine how well products will do and what might need to be improved upon.

At the end of this term the maker is paid their cut and a new contract could be drafted.

expectations



1. Merchandise must be ready for sale.

You should have a polished, final product that is packaged nicely and effectively

2. Delivery of merchandise

All merchandise must be delivered or shipped directly to The Spark

3. Responsibility of unsold items

You must pick up or pay for shipping of any unsold items within 30 days of the end of your agreement.

4. Artist bio + statement

A brief statement about yourself and what you make for our in-store vendor takeaways. Have fun with these and be yourself!

what does "ready for sale" mean?

1. High quality materials

Your product is made with and packaged with high quality materials. They might cost more but when your products look and feel their best they're more likely to sell and have people come back for more.

2. Cohesion

Consistency in your work and offerings will elevate your products AND improve your brand recognition.

3. Branding

Branding makes your products stand out and be recognizable in the future. It also can be used to attract your target audience.

product mistakes to avoid

1. Poor quality materials

Poor quality materials reflect badly on your product and your investment as a creator. People want to feel confident that their money is going to a product that will stand the test of time.

2. Excessive packaging

Excessive packaging can distract from your product and is a waste of time, materials, and money. Presentation can make or break a sale.

3. Illegible print/labels

As creatives we want to showcase cutting edge designs and our originality but sometimes its best to keep it simple! (All text should never drop below 9 pt font)

maker mistakes to avoid

1. Being hard to reach

Creatives are typically known for being hard to track down. If you want a successful and potentially continuous opportunity to sell your work in retail be on top of your communication with your retailer. A "I havent forgotten about you! I'll get you a response later this week." goes SO far!

2. Coming to meetings unprepared

If your retailer provides you with documents, requests inventory lists, or is expecting you to bring things in, come prepared.

3. Not communicating

Let your retailer know if you're coming in to talk or bringing in new merchandise. Don't just show up unannounced, set up a meeting if possible.

tips

here's a few suggestions to help you as you apply to be a vendor...

* Visit us in person, our website, and our Instagram to see what other vendors are doing.

* Local print shops are a great place to get your work printed! They often will walk you through the process and offer advice.

* Look at what similar products are selling for to help when setting a price for your own work.

* Come prepared. You should have your bio and artists photos ready before applying!

Thank you for your
interest in The Spark!

We are always here for our community.
Reach out anytime!

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