



1. Store Name with Custom Logo Banner
2. Product Search
3. Fully Functional Shopping Cart
4. Custom Page Heading
5. Product Listing by Category
6. View All Products Available
7. Promotional Banner Ad
8. Sponsor Ad (optional)
9. Available Products (shown at random)

SCHOOL AND TEAM STORE INSTRUCTIONS

Cricket Sports and the Customer will work together on the design(s) and products for the store. For better sales and pricing, we suggest design options be limited to 2 or 3 screen printed designs and 1 or 2 embroidery designs. For Spirit Wear (non-sport or activity specific), new stores with new designs and products can be created every 2-3 months in order to keep people coming back and shopping for seasonal styles and new designs. The design staff can put together custom designs or the customers can design their own using our online design studio through our website.

Once the designs and products are set and pricing is finalized, sale prices for the various products are determined by the customer to account for the profit margin they would like to attain per product. For instance, if the cost of a printed T-Shirt is \$8.00 and the customer/school/team wishes to sell the product for \$15.00, that will be the sale price shown with that product on the store site. Pricing can be added to the product names (#9) if needed. Once a product is clicked on, pricing is shown and quantities can be entered per size.

The Customers give Cricket their Sale/Store Deadline which will be listed in the Page Heading (#4). All payments are made in full by each customer through the store and is processed by Cricket/Abante. Once the Deadline hits, the store is taken down and the order goes into production. Any Purchase Orders needed must be worked out between the sales rep and the school/team contact prior to order processing. Once production is done, the order is shipped or delivered to the school along with a check for the total difference of the sale prices minus the shirt costs. In the example given, it would be as follows for the T-Shirt:
\$15.00 sale price minus \$8.00 shirt cost X total shirts sold.