Cincinnati Division 7, MCR, NMRA
Company Storekeeper's Guide

HOW TO RUN THE COMPANY STORE

THE STORE

The store is usually contained in 4 storage tubs - smaller tubs inside the largest tubs attempt to corral the confusion. There is also a folding pegboard, which will fit inside the tubs when space allows. If we have new train cars, there may be additional tubs or cartons. Which merchandise goes in which tub generally follows:

Tub #1 - Shirts

1. Union Terminal "Jerzees" shirts, 2018 Shirts Type 1
2. Shirts are sorted by size into large zipper bags

Tub #2 - Shirts

1. Shirts - 2018 Shirts Type 2, 2018 Shirts Type 3
2. Shirts are sorted by size into large zipper bags

Tub #3 - Assorted Merchandise

1. Sub-tub 1 - model kits, coal loads, coal load removal magnets, etc.
2. Sub-tub 2 - baseball caps, plus more of Sub-tub 1 stuff

Tub #4 - Train Car Kits + Cash Box

1. 2 Sub-tubs with assorted car kits - plus additional cardboard boxes with more kits
2. Sales MUST be recorded by car reporting number!
3. Cardboard box with 'sample' cars - open these up on the store table
4. Cash Box - in the change tray
    a. The bank: cash and change
    b. Pens, pencils, etc.
    c. Name tags to be delivered
    d. table-top stand for price lists (white clampy thing and green curvy thing)
5. Cash Box - below the change tray
    a. Price stickers, blue sticky notes, scissors, calculator
    b. old sales receipts, today's sales receipts
    c. NMRA Embroidered Patches
    d. NMRA Lapel Pins (more pins in one of the small miscellaneous boxes)

Tub #5 - More Train Cars - 4 sub-boxes containing the latest train cars

Miscellaneous - these items ride in whichever tub has space - try to even out the weight!

1. New Train Car Pictures in Frames, Extendable tripod, Clothes Hangers (can be hung on the tripod)
2. Cash Box, Sales Receipt Device
3. Two small boxes with additional table-top stands for price lists, containing additional NMRA Pins, paper punch (?), pliers (?), scotch tape
4. Paperwork - forms, order blanks for name tags, old records, etc. (blue folder with elastic belt)
5. Box of additional sales receipts to load the sales receipt device - bottom of box has stack of old receipts
6. "Credit Cards We Accept" picture in frame

7. Division 7 QR (url?) code in frame

OPENING THE STORE FOR BUSINESS

1. Samples of all merchandise should be displayed - if customers can't see it, they won't buy it!
2. If the table-top is 'ugly,' there are several plastic table cloths that can cover up the ugliness
3. You may be in an area where you can place a table against a wall, leave space for you, the salesperson, then place a 2nd table between you and the customers for merchandise - this lets you place extra merchandise behind you and leave the sales table uncluttered
4. Unfold the pegboard as far as needed to make display space for the 'pegboardable' items - be sure to leave space for you to interact with the customers!
5. Open the Assorted Merchandise tubs and organize at least one of everything on the table
6. Several items are pre-arranged on pegboard hooks - hang them on the pegboard
7. Pop open the Patch and Pin easels - they can be draped over the top of the pegboard - patches and pins for sale are under the coin tray in the cashbox
8. Open the 'demo' cars and insert the folded papers over the front of the box to display the prices to the customers - prop the base of the box into the lid at an angle
9. Unfold the tripod - some clothing items can be place on hangers and hung on the tripod - others can be hung on the "Company Store" pipe sign
10. Shirts - most shirts have been sorted by size and placed in individual bags- there is a bag with sample shirts, all size Small, to be placed on hangers or folded neatly on the table for display - we don't sell a lot of Small shirts, plus they take up less space

SELLING

Cashbox

1. Normally keep a 'bank' of about $75, more or less - this is used as change for transactions
2. Keep the cashbox in the background - if you have a table on the back wall, keep the cashbox there - otherwise, keep it behind the pegboard wall, or at the back edge of the table
3. Keep the bills in your pocket - if someone steals the cashbox, they just have the silver
4. Don't leave the cashbox unattended!

Sales Receipts

1. The sales receipts are used to update the on-hand inventory - they must be accurate!
2. Each sale gets a sales receipt - each item sold should be listed
3. Date should be on each receipt - name is MANDATORY if the sale includes an order for a nametag!
4. Shirts should include the SIZE, STYLE and GENDER (for inventory purposes) - PRICES VARY depending on size, style and gender (Men’s or Women’s) of the shirt! Styles:
    a. Union Station / Dark Blue
    b. 2018 Jerzees Short Sleeve
    c. 2018 Cornerstone Short Sleeve
    d. 2018 Generation Long Sleeve
5. Railroad cars should include the ROAD NUMBER (for inventory purposes) - You can just list the road number (or >Car #54395<) instead of writing out >V&O Railroad Boxcar #54395<
6. Nametags (please don't call it a >pin<, >pin< is the NMRA pin)
    a. Nametags must be pre-paid!
    b. Customer fills out order form - PLEASE PRINT NEATLY!
    c. Customer checks ‘back’ style (Pin, bulldog, magnet, pocket clip)
7. Write the price next to each item
8. Add the total for the merchandise - there is a calculator under the coin tray - Use it!

Sales Tax

1. Calculated at 7% (Ohio Rate)
2. Multiply the (total of the merchandise) x .07 to determine the tax - round to the nearest whole cent
3. Add the merchandise total and the sales tax to get the amount the customer must pay
4. I hope you know how to make change!

Poke the hole in the upper-right corner of the sale receipt device with a pen to push the completed form out of the device - pull gently until the next form locks into place - tear off the filled-out receipt - customer gets the white copy - the other copies are placed under the coin tray in the cash box

NAME TAGS

1. Name Tag Order Blanks are found in the blue divided folder
2. Name tags are the ONLY item we accept orders for!
3. Customers fill out the form, then PAY IN ADVANCE
4. Make sure to mark the name tag on the Sales Receipt
5. Forward the order blanks to Paul Musselman, who will turn them in to the engraving company
6. Normally we wait until we have 4-5 orders before submitting them, although they will make 1-2
7. Name tags pending delivery are usually kept in the cashbox

PRICES

Prices are shown on the "Daily Sales & Inventory" spreadsheet in the "Selling Price" column - these are used when filling out the sales sheets. Sales of <u>complete sets</u> of train car kits have special prices!

PACKING THE STORE FOR TRANSPORT

1. WHILE PACKING, KEEP A CLOSE EYE ON THE CASHBOX! This is the time when many 'disappearances' occur! Keep the bills in your pocket!
2. DO NOT JUST STUFF THINGS IN THE TUBS! Take your time and do it right! If you do it right now, you don't have to unpack everything at home and re-do it! This is more or less a reverse of the unpacking
3. Fold all merchandise that needs folding
4. Carefully close the "demo" car kits, making sure all pieces remain in the boxes - slip the price papers in the boxes so they can be used again - demo car kits have their own cardboard box - use bags or extra paper to keep car kits from sloshing around during transit!

UPDATING THE SPREADSHEET AND RECORD SALES - this is a "Back Home with the Computer" item

Recording Sales

1. Open the spreadsheet - Select the option to "Enable Macros"
2. Log sales to the "Enter Qty Sold Here" column from the sales receipts
3. If there are no sales in the "Qty Custom Order" column, ENTER ZERO!
4. Add up the sales tax for all sales and enter it at the end of the spreadsheet in the "Sales This Meeting" area - the spreadsheet will calculate what it thinks the sales tax should be - find out where you entered a sale incorrectly, or miss-added the sales tax
5. Any additional cash ("Keep the change") gets SUBTRACTED from the "Paid to Car Projects" cell
6. <u>Save the spreadsheet</u>!
7. When satisfied with the entries from the most recent event, roll the spreadsheet over into a new copy
    a. Make sure there is a "0" in each group in the "Qty Custom Order" column
    b. Click TOOLS

c. Click MACRO
d. Click MACROS
e. Click "Sheet1.NewReport"
f. Click "RUN"
g. The Macro will manipulate the spreadsheet, then pop up a "Save As" screen
    - Rename the spreadsheet with the date of the NEXT event and click "Save"
    - Make sure you're saving to where you think you're saving!
h. You are now using a new copy of the spreadsheet
    - INSERT "0" in each group in the "Qty Custom Order" column

Transferring funds to the Treasurer

1. When you have enough cash to have an extra $100 or more, it should be turned in to the treasurer
2. Fill out a sales receipt indicating "Transfer to Treasurer"
    a. Mark the date!
    b. Show Cash total
    c. Show Checks Total
3. Sign as Storekeeper of the Store
4. Have the Treasurer count the proceeds, and also sign the receipt
    a. Treasurer gets the money and the white copy
    b. Storekeeper gets the yellow copy

Adjusting Inventory

1. Incoming Merchandise
    a. In the "Incoming Inventory" column note the quantity of each item received
    b. This will adjust the closing inventory value, but will not affect sales
2. Transfers to Car Project or "Gifts for Speakers"
    a. Enter quantity of items removed from inventory in the "Inventory Adjustment" column
3. Taking Inventory
    a. When you no longer have confidence in the numbers on the spreadsheet, physically count everything and verify the numbers
    b. Adjustments are made in the "Inventory Adjustment" column
    c. Car inventory is most often re-counted.
    d. The 2018 Convention has made a re-count of shirts necessary

Paul Musselman, September 2018