

Q & A

Q: WHAT IS AN AVERAGE COST FOR PURCHASING A UNIQUE SSL THROUGH BRIGHT STORES?

A: *The cost of this is \$250 one time and \$35 a month. The \$250 covers the setup of a separate website and initial SSL certificate cost. The \$35/mo covers the SSL certificate for the next year (they are good for 1 year) and our additional maintenance costs, as well as the monthly cost of the additional IP address.*

Q: CAN WE HAVE A CUSTOM URL OR DO WE HAVE TO GO WITH THE COMPANYSTORE/STORENAME?

A: *You can have a unique url by either setting up a redirect to a domain that you have purchased from an outside company or by setting up a unique SSL through us.*

Q: HOW IS SALES TAX HANDLED ON THE WEBSITE?

A: *There are two options in the stores for calculating sales tax:*

- 1. Based on overall tax charged by a particular state*
- 2. Utilizing an integration with Strikeiron/Tax Data Systems based on zip codes. This will compute a full sales tax based on tax rates from all municipalities including city, county and state.*

Q: ARE THERE REPORT FEATURES THAT WE CAN USE TO REPORT SALES TAXES TO STATE BOARD OF EQ.?

A: *In our full suite of reports you can run various reports that show the computed sales tax on orders in the store.*

Q: HOW ACCURATE IS THE SHIPPING MATRIX THAT YOU OFFER FOR ITEMS THAT SHIP OUT?

A: *We find that our shipping matrix is accurate for most items. The shipping matrix is completely customizable by you and so can be changed/edited to meet your needs. We also offer a UPS integration that pulls UPS retail shipping rates based on estimated weight and sizes of products as well as ship to zip codes. For more information on our UPS integration, please contact our sales department at 1-800-466-5930x1.*

Q: WHAT IS THE COST IF WE WOULD NEED A REP TO MEET WITH A CLIENT IN PERSON AND IS THIS AN OPTION?

A: *Yes, we do offer the option of having our Owner/Founder of Bright Stores travel to meet with your client. The cost for this is \$900 a day plus travel expenses.*

Q: HOW MUCH TIME IN ADVANCE DO YOU NEED TO SCHEDULE A CUSTOMERS WEBINAR?

A: *This depends on the schedule of those involved. Give us a call at 1-800-466-5930x1 and we can set something up, sometimes even for the same day.*

Q: HOW LONG WILL IT TAKE TO SET UP A PROGRAM FROM INCEPTION TO TAKING ON INVENTORY?

A: *The typical time frame to get a store up and running including training, set up and design is around 2 to 3 weeks. However, we have set up stores in under an hour. Much of this depends on your design requirements, number of products and other store factors.*

Q: WHAT IS THE COST RANGE, LOW TO HIGH FOR YOUR INITIAL SET UP AS WELL AS MONTHLY COSTS FOR YOUR SERVICE?

A: *The cost of a store including license fee and the monthly hosting and support fee varies on the level of store that your client will need. Please see our website for pricing. You can start up a store for as little as \$0 down if that's the program that works for you.*

Q: DO YOU WAREHOUSE AS WELL OR ONLY PROVIDE THE WEBSITE SERVICES?

A: *We do not warehouse items. We provide company store technology.*

Q: ARE WAREHOUSE COSTS SEPARATE?

A: *Yes, warehousing costs are separate from Bright Stores fees. Bright Stores does not warehouse products. We do have several warehouses that we recommend and work with. For more information on these please contact our sales department at 1-800-466-5930x1.*

Q: CAN YOU RUN ON A WAREHOUSE WE DESIGNATE THAT IS LOCAL TO US?

A: *Yes, you can use any warehouse that you choose.*

Q: DO YOU HAVE A MINIMUM PICKING/PACKING/HANDLING CHARGE IF THERE IS ONLY 1 ITEM?

A: *There are no minimums set up by Bright Stores. You may need to talk with your warehouse regarding pick/pack and ship minimums.*

Q: WHAT % MARKUP DO YOU RECOMMEND WE ADD ON FOR YOUR SERVICES WHEN WE BILL CLIENTS?

A: *This is really up to you and would depend greatly on your overhead costs for doing business. We have a price sheet on our website that is coded on a "t", which is 20%.*

Q: WHAT KIND OF MARGINS DO WE NEED TO BE PROFITABLE?

A: *This again depends on variables on your end. However, we have found that margins generally range from 20-45% with an average at about 30%.*

Q: DO YOU RECOMMEND A "SALES PITCH" TO USE IN ORDER TO CATCH THE ATTENTION OF A CLIENT FOR YOUR SERVICES?

A: *Because of the variation on your clients needs, there really isn't a bottled pitch. It's more a process of discovery in learning what they need. Call us, and we can help you through the process.*

Q: WHO HOLDS THE INVENTORY?

A: *This is up to you. The distributor typically handles the inventory. However, you may use a fulfillment warehouse to hold and manage the inventory for you.*

Q: DO THE CUSTOMERS PRE PAY FOR THE INVENTORY?

A: *There are a few options here. You may have your client pre pay for all inventory up front, or put a deposit down on the inventory and you finance the rest, which is a little riskier, or you may finance the inventory yourself, which is much riskier. This will depend on the agreement that you have with your client. Sometimes distributors pay for the cost of the store as a service to their clients and then have the client finance all of the inventory.*

Q: DO YOU CHARGE FOR A WEBINAR WITH AN END USER?

A: *No, we do not charge to hold a webinar with you and your client. This is part of our sales support that we offer.*

Q: HOW DO WE COMMUNICATE WITH BRIGHT STORES SO WE CAN SHOW LIVE INVENTORY?

A: *When setting up your store, you will enter in your inventory numbers. When a user places an order in the store, then inventory will be depleted for the appropriate amount and so will have live inventory. You may adjust these inventory numbers very easily from your end.*

Q: CAN WE DOWNLOAD THE SLIDES FROM TODAY'S WEBINAR?

A: *Yes, all of our past Bright Stores University webinars can be viewed again on as well as the Power Point presentations can be downloaded on our website. To access these, click on the following link: www.brightstores.com/bsu.html*

Q: DO YOU RECOMMEND WE TAKE ORDERS FOR ONLY 1 PIECE?

A: *Yes, we do recommend taking orders even if you only have 1 piece at this time.*

Q: DO WE USE THE CUSTOMER'S FEDEX OR UPS NUMBERS OR DO WE BILL FOR SHIPPING? T

A: *There are really two issues here, how you ship, and how you charge the customer through the store for shipping. How you ship, is completely up to you. How you set the store up to charge for shipping is where we come in. You may activate a feature that allows shoppers to enter their own shipping account number which will result in \$0 shipping being charged to the order. Or, you may have the store calculate shipping. There are two methods of setting the store up to calculate shipping costs. One method is to use our shipping matrices that we set up based on estimated size of products. The 2nd method is to use*

the UPS integration that pulls UPS retail shipping rates based on estimated weight and sizes of products as well as ship to zip codes.

Q: IS YOUR WEBSITE “END USER” FRIENDLY? CAN WE BRING OUR CLIENTS THERE?

A: Yes, the pricing on our website is coded so that you may bring your clients there. In addition, several of our demo stores are not branded with Bright Stores. You may find them by going to the website at www.brightstores.com and clicking on the Resources tab.