# Wholesale Marketplace & Store Manager Session II

will begin at 10:55



# Introduction to the Wholesale Marketplace



Training for Sales & Accounting Employees.



#### How do Businesses do Business

#### Retail

Retail businesses buy merchandise from a variety of wholesalers and sell it directly to consumers. Supermarkets, mail-order catalog merchants, computer stores, dress shops, department stores, and convenience marts are retailers.

#### **Service**

People with a particular skill sell it to consumers or to other businesses, depending on the skill. They typically will do something for you so that you do not need to do it for your self. Restaurants, nail solons, lawyers, doctors, gardener, car detailing, dentists, veterinarian etc..

#### **Distributor or Wholesaler**

Wholesalers buy merchandise from manufacturers, factories or brokers and resell the goods to retailers.

#### Manufacturing

Manufacturers assemble components or process raw materials into products for consumers or other businesses. They do not sell to individual customers but to people who buy what they make in large quantities. Automakers



































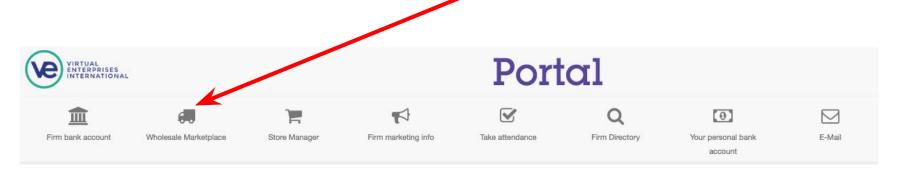






#### **Wholesale Marketplace**

When your company is buying the products they sell from the manufacturer or distributor, they are considered to be buying wholesale. When you sell to your customers that is considered retail. To simulate your company buying from wholesalers you need to go to the wholesale marketplace in the VEI Portal



Most people in the company will not need access to the Wholesale Marketplace unless they are in the accounting or sales department. The sales or accounting department should order the initial inventory at the beginning of your company operations and then should be tracking product inventories and will reorder when supplies get low in your warehouse or storage.



#### Wholesale Marketplace

Browse by category: Bulk Refill Cold Beverage Vening Food Vending **Gumball Machines** Hot Beverage Vending Machines Ice Cream Vending Machines Minni Vending M&M Star Wars Dispense Snack Refill Snack Vending Orders Product manager Marketplace User Manual (pdf)

**Product Manager** 

This is where you will put all the items that you will be buying from the wholesaler or distributor.

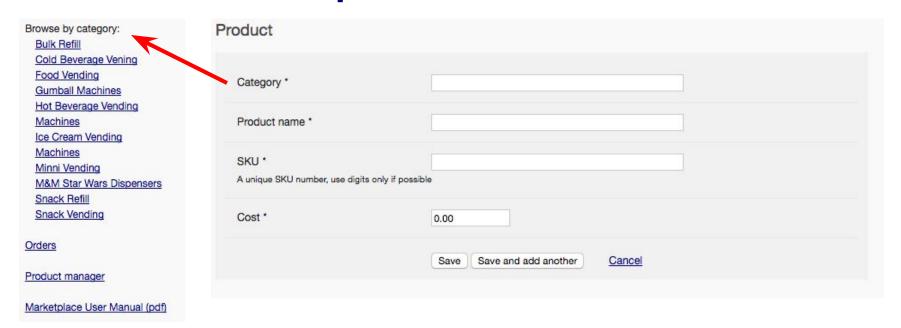
Essentially you will create a list of all your company products. Each product will have a category, name, product or SKU number, a wholesale price (the price you pay for it) You will click the add button to add a product to the list of things you can buy.

Adding products are done by clicking the + Add button





#### **Wholesale Marketplace**



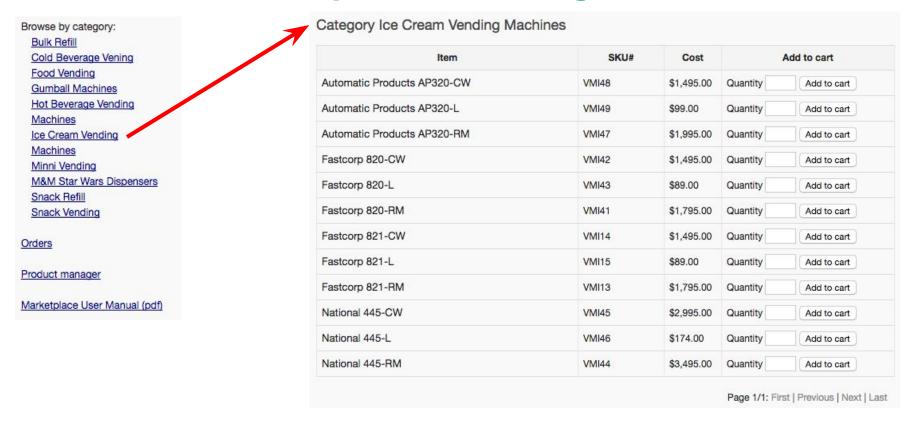
#### **Products**

This is where you determine the categories, when ever you put a category in that new name will appear in the category list.

Every Product needs to have a unique name, SKU (product number).

The cost is what you pay for it, not what you charge customers that buy from you. Typically the cost is much less (50%-200%) than what you sell it for.

#### Wholesale Marketplace - Placing an Order

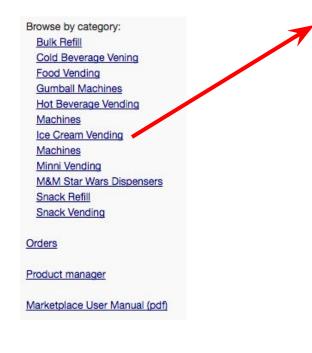


When placing an order you will determine the number of a each product that you want and click add to cart.

The purchase will only accept one item at a time, so do not put a bunch on numbers in and expect them to be added to the cart. They need to be added one at a time.



#### Wholesale Marketplace – Viewing the Cart



#### Category Ice Cream Vending Machines

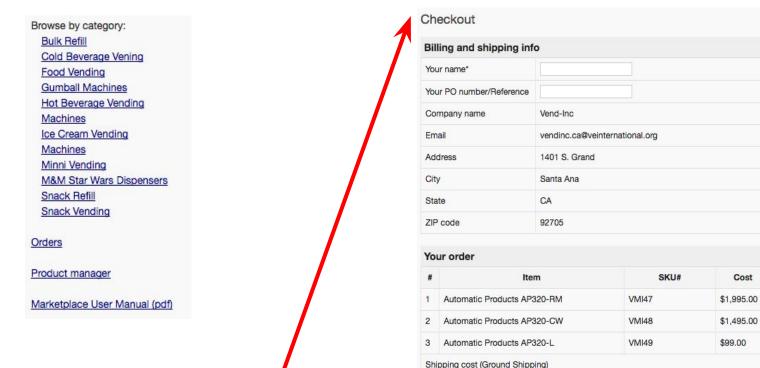
Item	SKU#	Cost		Add to cart
Automatic Products AP320-CW	VMI48	\$1,495.00	Quantity	Add to cart
Automatic Products AP320-L	VMI49	\$99.00	Quantity	Add to cart
Automatic Products AP320-RM	VMI47	\$1,995.00	Quantity	Add to cart
Fastcorp 820-CW	VMI42	\$1,495.00	Quantity	Add to cart
Fastcorp 820-L	VMI43	\$89.00	Quantity	Add to cart
Fastcorp 820-RM	VMI41	\$1,795.00	Quantity	Add to cart
Fastcorp 821-CW	VMI14	\$1,495.00	Quantity	Add to cart
Fastcorp 821-L	VMI15	\$89.00	Quantity	Add to cart
Fastcorp 821-RM	VMI13	\$1,795.00	Quantity	Add to cart
National 445-CW	VMI45	\$2,995.00	Quantity	Add to cart
National 445-L	VMI46	\$174.00	Quantity	Add to cart
National 445-RM	VMI44	\$3,495.00	Quantity	Add to cart

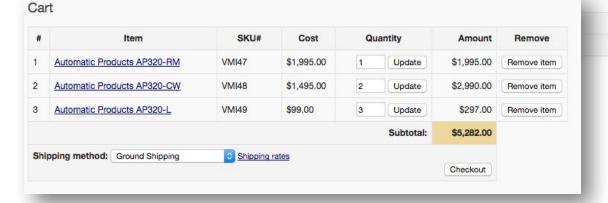
Page 1/1: First | Previous | Next | Last

#		Item	SKU#	Cost	Qu	antity	Amount	Remove
1	Automatic Pro	ducts AP320-RM	VMI47	\$1,995.00	1	Update	\$1,995.00	Remove iten
2	Automatic Pro	ducts AP320-CW	VMI48	\$1,495.00	2	Update	\$2,990.00	Remove iten
3	Automatic Pro	ducts AP320-L	VMI49	\$99.00	3	Update	\$297.00	Remove iten
						Subtotal:	\$5,282.00	
Shi	pping method:	Ground Shipping	Shipping	rates				
Shi	pping method:	Ground Shipping	Shipping	<u>rates</u>			Checkout	



#### Wholesale Marketplace – Viewing the Cart







Amount

\$1,995.00

\$2,990.00

\$297.00

\$52.82

\$0.00

\$5,334.82

\$5,334,82

Place order

Cost

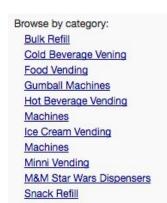
NO SALES TAX

Quantity

Subtotal:

Grand total:

#### **Wholesale Marketplace – Placed Orders**

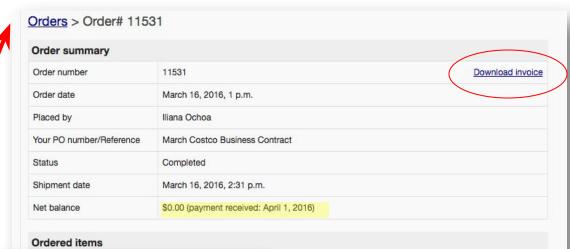


#### Orders

Product manager

Snack Vending

Marketplace User Manual (pdf)



Order umber	Order date	Placed by	Your PO number/reference	Invoice total	Net balance	Status
12128	une 1, 2016, 12:55 p.m.	Iliana Ochoa	April Reorder Task # 3	\$68,103.57	\$0.00	Completed
12078	May 16, 2016, 12:07 p.m.	iliana Ochoa	May Costco Business Contract	\$67,222.67	\$0.00	Completed
<u>11818</u>	April 21, 2016, 12:55 p.m.	Iliana Ochoa	April Costco Business Contract	\$78,863.83	\$0.00	Completed
11531	March 16, 2016, 1 p.m.	Iliana Ochoa	March Costco Business Contract	\$79,631.94	\$0.00	Completed
11529	March 16, 2016, 12:54 p.m.	Iliana Ochoa	February Costco Business Contract	\$78,276.06	\$0.00	Completed
11511	March 14, 2016, 12:07 p.m.	Iliana Ochoa	December Costco Business Contract	\$79,694.05	\$0.00	Completed
11510	March 14, 2016, 12:02 p.m.	Iliana Ochoa	January Costco Business Contract	\$78,418.87	\$0.00	Completed
11017	Feb. 26, 2016, 5 p.m.	Iliana Ochoa	Long Beach Orders	\$83,156.11	\$0.00	Completed
9710	Nov. 20, 2015, 4:47 p.m.	Iliana Ochoa	112015	\$169,890.54	\$0.00	Completed

KU#	Cost	Quantity	Amount	Cancel item
16	\$302.00	50	\$15,100.00	N/A
14	\$6,173.00	9	\$55,557.00	N/A
13	\$200.00	5	\$1,000.00	N/A
2	\$1,500.00	1	\$1,500.00	N/A
3	\$120.00	1	\$120.00	N/A
3	\$1,700.00	1	\$1,700.00	N/A
5	\$1,500.00	1	\$1,500.00	N/A
P	\$10.00	1	\$10.00	N/A



#### Wholesale Marketplace – Paying For Orders

To:

Vend-Inc.

1401 S. Grand

Santa Ana, CA 92705

VEI-WEST Wholesale Market

501 S. Mt. Vernon Avenue

Bakersfield, CA 93307

Due date:

Email, vei-west@veinternational.org

Invoice

Amount

S788.44

\$15,100.00

\$55,557.00

Invaire number: 11531 Mar 16, 2016 Invoice date. Discount date: Mar 26, 2016

Invoice total: \$79,631.94 Order placed by: Iliana Ochoa

Your PO number/Reference: March Costco Business Contract

Apr 15, 2016

ltem 30 Selection Flevator Combo I. 30 Selection Elevator Combo-RM

AMS Semist Vendor-L

American Machine CORP, CF16-CW American Machine CORP, GF16-L. AMS 39"Sensit Snack Machine-RM Sega INF5S Infinity 39°5 GW Chocolate Bars 12PK. Classic Mix 24PK. Cookle Variety - 24 /PK. Kind Energy Bars - 24/PK. Nature Valley Granola Bars - 24/PK

Skilles 12PK. Clane Traoper Darth Vader

Luke Skywalker Shipping cost (Ground Shipping)

SKU#	
VMSC06	
VMSC04	
VMSC03	
VMSS02	
VMSS03	
VMLS03	
VMSS05	

9200.00 61,000.00 \$1,500.00 \$1,500.00 \$120.00 \$120,00 \$1,700.00 \$1,700.00 \$1,500.00 \$1,500.00 SCB12P \$10.00 \$10.00 SCH12P \$13.50 \$13.50 SCK12P \$10.00 \$10.00 SHY12P \$18.00 \$18.00 SCK13P \$10.00 \$10.00 SSC12P \$10.00 \$10.00 PDGM03CT \$15.00 51 9765.00 PDGM02DV \$15.00 51 9785.00 PDGM01LS \$15.00 51 \$765.00

Cost

9302.00

96,173.00

Quantity

Subtotal: \$79.631.94 Taxi \$0.00

Grand total: \$79,631.94

Payment Advice

Bank account: 610108387 VEI-WEST Wholesale Market

Amount: \$79,631,94 Payment description: INVOICE# 11531

Please pay this invoice in a single payment. Do not combine payment of this invoice and other invoices in one payment.

Payment Terms

2% 10. Net 30 from date of invoice. Past due invoices will be charged 1.5% interest per month outstanding



#### Wholesale Marketplace - Paying For Orders

After submitting an order you will have 30 days to play the invoice and typically that is your job. It is very important to make sure you pay the invoice the correct way. 1. pay it to the VEI-WEST Wholesale Market 2. pay correct amount 3. Include the invoice number in the description

Thor s14 black-out	SS02	Bill payment	
Thor womens phase stix pants Wulfsport 2013 blue trails kit Wulfsport stratos 2013 kit Shipping cost (Ground Shipping)	SS07 SS04 SS01	From account*	Budget Checking - 610436775    ACL MEST White Level And Level Control
Payment Advice		To payee*  Amount*	VEI-WEST Wholesale Market - acct# 610108387
Bank account: 610108387 VEI-WEST Wholesale Model Amount: \$94,015.54 Payment description: INVOICE# 5746		Currency*	USD ‡
Please pay this invoice in a single payment. Do not combine payment of this invoice	e and other invoices in one	Description*	INVOICE# 5745
Payment Terms 2% 10, Net 30 from date of invoice. Past due invoices will be charged 1.5% interes	t per month outstanding.	Process date*	10/10/2014
		Frequency*	One time ‡
		Max payments	
			Save Save and add another



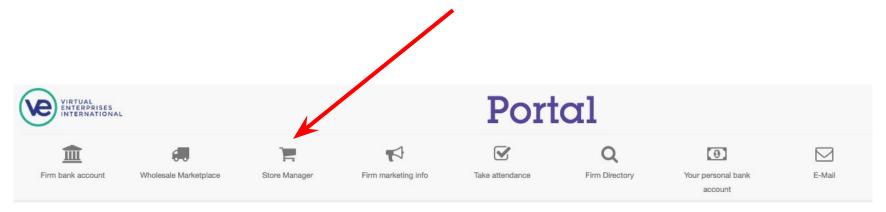
# Introduction to the Store Manager





#### **Store Manager**

When people buy from your company web site the sales can be controlled and registered in the Store Manager and will be visible in the company bank account in the VEI Portal.



Most people in the company will not need access to the Store Manager unless they are in the accounting, sales or web design departments. This is the place where you will set up your web site shopping cart buttons to allow direct payment from student accounts in the VEI network and see any sales and payments to the company from your web site.



#### **Store Manager - Features**

#### Sales Transactions

will show all people who have purchased from your web site

#### **Buy Buttons**

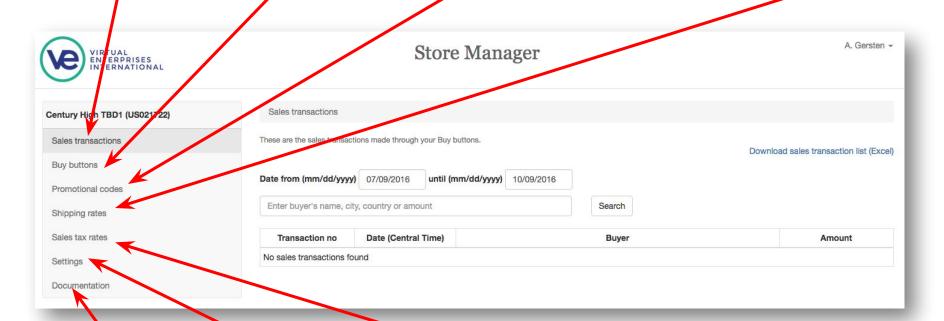
Is where you will make the buttons for your web site

#### **Promotional Codes**

Is where you will make the special promotion that can give customer discounts. This is great for people that follow you on social media

#### **Shipping Rates**

Is where you will enter your shipping rates for the US and other countries



#### Documentation

will show your web designers how to add the buttons to the company web site

#### **Settings**

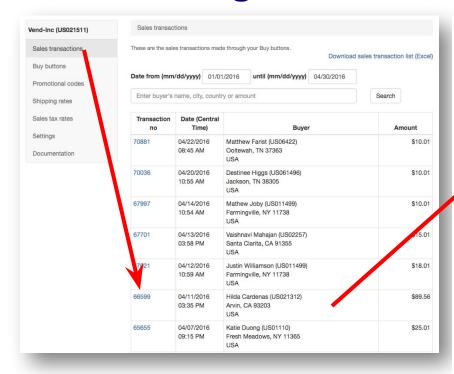
will allow you to company logo and contact information to the shopping cart

#### Sales Tax

As part of the simulation all sales tax around the US are the same and are set at 7%



#### **Store Manager - Features**



With purchases online you can view the sales transaction and gather a lot of import information for follow up sales and advertising.

Customer email should be added to the list of past customers and should be used to target them for returning sales.



Item	Price	Quantity	Amount
Barrel Vending Machine with Single Stand Item number: PDGM04	\$84.50	1	\$84.50
		Subtotal	\$84.50
		Shipping	\$5.00
		Tax	\$0.06
		Total	\$89.56
Payment received (bank transaction ref: #22-	44583, payment method	d: Direct debit)	\$89.56

Order notes		
-None-		



#### **Banker Manager Resources**

Go to alangersten.biz

Click VE Student Training You will find a number of things you can use this year.



### Final Questions?

Contact Information
Alan.Gersten@sausd.us
714-796-7433



## Appendix

Banking and Accounting related Areas involving the Company Bank



#### **Special Transactions**

#### **Start Up Capital Deposit-Seed Money**

This is the amount of money that the owners kick in to start their company, the money exchanged for common shares of stock in the company at \$10 per share. all new companies will receive \$20,000 in seed money

#### **Business Contract Deposit**

Can be equal to 75% of your monthly gross payroll x 2 from out of network funds that will be deposited into your company account. They is applied for under Submittal Form – Payment Request Form. Typically you must have a written contract that must be attached to the submission.

#### **Business Loan Deposit**

This is the estimated operating expenses for the company fro the next 6 months, this money must be paid back as a monthly loan payment. You will apply for this in the portal under Submital Forms. To get a loan you will need to have a loan request letter, amortization table and business plan to upload for the application

#### **VEI Checks**

People who are not part of the network will purchase using checks. They can not exceed 2000 each and must be scanned and sent in for payment through the Request for Funds form



#### **Start-up Capital-Seed Money**

Name/Description	Account no	Ref#	Amount	Balance
WESTERN REGION CENTRAL OFFICE Additional Start-Up Capital (26,209.5 Shares)	210003855	745642	\$262,095.00	\$1,099,887.64
Alfredo Villasenor (US021114), Phoenix, OR Speedster purchase	630040249	745245	\$899.00	\$837,792.64

#### **Start-up Capital Deposit**

This is the amount of money that the owners kick in to start their company, the money exchanged for common shares of stock in the company at \$10 per share. This money will be used to buys all the things the company needs to run the business. The owners in return get stocks certificates stating the number of shares of the company they own. They should have all the same amount.

#### **Purpose of Start-up Capital**

This money will be used to buys all the things the company needs to run the business. Things like desks, computers, office supplies, software, chairs, copiers, This money is spent as soon as it is deposited in the form of payments for the assets that you brought to start the business

Each company will start with \$20,000 as seed money when you register your business.



#### **Business Contract**

Feb. 5, 2014	Ariana Martinez (US02009), Santa Ana, CA January 1st check	630048142	616040	-\$808.49	\$591,080.96
Feb. 4, 2014	Ready - Set - Go!, Bakersfield, CA Payment for BC COGS for February	610413880	610291	\$84,882.14	\$591,889.45
Feb. 4, 2014	WESTERN REGION CENTRAL OFFICE 2013-14 Business Contract for February	210003855	604335	\$84,882.14	\$507,007.31
Feb. 1, 2014	VEI-WEST CENTRAL BANK, Bakersfield, CA Customer shipping	610119230	602964	-\$6,856.97	\$422,125.17

#### **Business Contract Deposit**

Look at the transaction that occurred on February 4<sup>th</sup>. They are identical. You will see this in the bank each month after you have set up your business contract. This is the job of the sales department and it is an virtual contract with a company or business to business contract.

Apply for this form in the portal Submittal Forms – Payment Request Form.

#### **Purpose of the Business Contract**

With only one hour a day of actually work in the business we would never be able to generate enough money to pay employees. The business contract is there to simulate the money that would be earned if we had a full time business running. Half of the business contract deposits are used for paychecks the other half to pay for the COGS (Cost of Goods). The COGS need to be sent to the central office to pay for your wholesale vendor through Wholesale Market Place order each month.

#### **Business Loan**

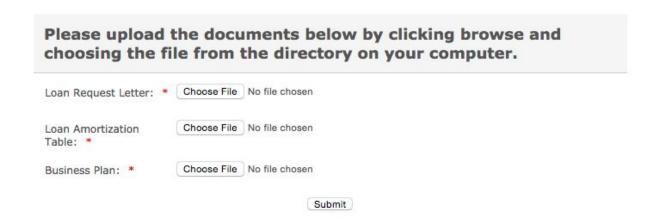
WESTERN REGION CENTRAL OFFICE 2013-14 Business Loan	210003855	408435	\$230,201.00	\$251,112.50
Aaron Santiago (US02009), Santa Ana, CA payment test	630048193	398202	\$1.00	\$20,911.50

#### **Business Loan Deposit**

This is the estimated operating expenses for the company fro the next 3-6 months, this money must be paid back as a monthly loan payment. It can also be used to expand the company in times of growth

#### **Purpose of the Business Loan**

This is typically what companies are trying to get when they create a business plan, the plan is presented to investors or banks to obtain a loan for a new business or a growing business. This can be a risk for investors, if the business fails they can lose their money, that is why a strong business plan has a better chance of getting the loan.





#### **Equity Investment Application**



#### **Venture Capital Investor**

Your company will seek investors to invest in your company and give you money for equity or shares in your company. You many have 3 investors of 50,000 for a maximum of \$150,000 per year for a new firm

#### **Application**

In order for equity investments to be approved, a letter of support from a business partner must be submitted on their company letter head. In this letter, the angel investor should affirm that they have done the following:

- 1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
- Reviewed company projections and assumptions.
- Engaged in Q&A to clarify and guide the firm's direction.

#### **Purpose of Equity Investment**

This like the seed money give you starting cash in which to work with and build your business and help it get off the ground.



#### **VEI Checks**

#### **VEI Check**

These checks will be used to purchase from your company at trade shows, school events, grand opening or any public sales opportunies. The checks are limited to \$2000 maximum and must be scanned and submitted under the Request for Funds in the accounting resources. Once the scanned images of the checs have been received they will deposit the requested amount in your company account and are considered paid.

VIRTUAL ENTERPRISE CENTER  THE CALIFORNIA NETWORK OF VIRTUAL ENTERPRISES INTERNATIONAL™  5801 SUNDALE AVENUE  BAKERSFIELD, CA 93309	10	WARRANT NO.	
(661) 827-4513 PAY TO THE	DATE		
ORDER OF		DOLLARS	
VirtuBANK 5801 SUNDALEAVENUE BAKERSFIELD CA 83309 1889-00/5801/1898			
MEMO  : <b>000067894 : 12345678 : 10001</b>	SIGNATURE		

What is the purpose of the payment? *	Grand Opening/In-School Events Trade Show Sales Business Contract (with Regional Office) Business Contract (with Corporate Partner) Other
Amount of payment request (ex: \$400.00)	
Is this a one-time payment? *	Yes No
For which month(s) is the payment requested? (Select all that apply) *	September October November December January February March April May June
Upload Supporting Documents: *	Upload Files
Additional information (ex. name of corporate partner):	

#### Wholesale Marketplace Resources

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