Guide to selling in not just a shop

Careers and Employability
Empowering UAL students and graduates to make a living doing what they love.
arts.ac.uk/careers
About not just a shop

not just a shop sells design products and artwork created by University of the Arts London (UAL) students and alumni to the public.

Managed by the university’s Careers and Employability team, it exists to support students who want to run their own product-based businesses by teaching them about working with retailers and galleries.

not just a shop sells student and graduate work via our shop in Holborn (Central London) as well as through our online shop notjustashop.arts.ac.uk

We operate a not-for-profit model, so all proceeds are reinvested back into running the shop and supporting students and graduates from all UAL Colleges with their businesses.

Since we launched:

Since launching in 2017, not just a shop has:
• Sold work by 400 students and graduates.
• Paid £26.5k in commissions and competitions.
• Paid £310k to students and graduates for their products and artwork.
• Supported 40+ of students and graduates through paid opportunities such as selection panel contribution, retail assistant work in the shop, through internships and window display commissions.

In 2018, not just a shop won the AGCAS (The Association of Graduate Careers Advisory Service) Award for Strategic Innovation.
How we support UAL students and graduates

Why does UAL have a shop?

The Careers and Employability team supports UAL students and graduates to make a living doing what they love. A large part of this is supporting students and graduates with their businesses, freelancing and arts practices. This is because a higher percentage of UAL’s graduates go on to found or co-found their own business than from any other UK university.

In 2022/23 data published by the Higher Education Statistics Agency (HESA) showed University of Arts London to be the UK’s leading university producing student and graduate start-ups.

Also a 2021 study, The Best Universities for Business conducted by Capital On Tap, analysed data from 10 million+ university graduates and found that 14% of UAL graduates went on to found businesses.

Retailing student and graduate work

Selling through not just a shop allows you to test the market for your products and refine your manufacturing methods, pricing and branding. Students and graduates from all UAL Colleges can submit work to be considered for sale via our open call applications.

Experience of working with retailers

Engaging with and selling your work through not just can help you to learn about:

- Lead times and minimum orders
- Wholesale retail pricing
- Catalogues and line sheets
- Packaging and manufacturing
- Branding and marketing
- Feedback on sales.

Image: Smiley Candle by Yod & Co
Marketing support
In addition to selling your work, we also help to promote your brand/practice via our marketing campaigns.

If selected for not just a shop, we will support your business by:
• Creating professional photography and promotional text if you haven’t developed your own
• Adding your products to our online shop
• Adding your maker profile to our online shop
• Creating printed postcards on you and your work to be displayed in-store
• Inclusion in our national press campaigns
• Inclusion in our social media campaigns
• Inclusion in our Google Shopping campaigns
• Promotion in our newsletter
• Promoting different products on our homepage
• Creating video content and blogs for specific designers and products.

The ‘not just a...’ bit
Proceeds from not just a shop are reinvested back into supporting students and graduates with their businesses through our enterprise learning offer.

Activities include:
• Feedback and advice on products (including: pricing, manufacturing, product development, commercial viability, branding and packaging)
• Events about business and freelancing
• Awards and funding
• One-to-ones
• Online resources
• Live briefs and competitions to manufacture initial ideas and designs into final products sold in store
• Live briefs within the curriculum
• Supporting student groups with projects and final year fundraising.

Outside of retail hours, the space transforms into an event space that can be used for product launches, networking events, student meetings and as a filming and photography location. Created by LCC alum Jon Almond, the bespoke furniture in the space unfolds to create seating for 30 people.
Live briefs and competitions

We run competitions throughout the year to provide students with opportunities to sell and showcase their work in not just a shop. This includes our annual Christmas card competition with Tate, as well as competitions to get designs transferred onto products to be sold in-store.

Competitions provide current students who may not have market-ready products with a chance to get their work retailed. We manage the manufacturing, packaging and marketing and you do not have to be registered as a business to apply.

Most of our competitions are also open to international students who cannot apply for our open calls due to visa restrictions.

Current competitions are advertised on the UAL website arts.ac.uk/notjustashop

Image far left: Notebook competition winner, Remi Yu Dong.

Image left: Tate Christmas Card winners 2021

Photography by Yeshen Venema

Live briefs are run directly with courses across all colleges, often with an industry partner, to create products, designs or creative solutions to be used by the shop. We have a dedicated expert member of staff, Zoë Tynan-Campbell, who co-creates and manages these briefs with academic staff, providing a programme of related sessions and support.

Image right: A live brief with MA Interior Spatial Design students from Camberwell College of Arts to design origami papers inspired by the University of the Arts London Digital Collections. This resulted in a window display and origami paper sold in store.
Who can apply?

Eligibility

In order to be stocked in not just a shop:

- You need to be a student or graduate from any of UAL’s Colleges or Institutes.
- You should be studying towards or have completed a BA, MA, PHD or FdA level course.
- You need to be submitting your own products (i.e. products which you have designed and made yourself, or have been outsourced for manufacturing, or been commissioned by you).
- You cannot be on a Student Route (Tier 4) study visa.
- Works should be inclusive and represent our diverse customer base. Works shouldn’t be offensive, indecent, obscene, pornographic, menacing, abusive or defamatory.
- You must have more than one product to sell (this includes prints, but excludes one off artwork pieces).
- You should be applying with work that fits the categories we currently stock (see next page).

If you are interested in selling your products or artwork in not just a shop, we strongly recommend you visit us first to see the space. Our shop staff are always happy to talk to you and can answer lots of questions you might have about our open calls process.

International students

On a Student Route (Tier 4) visa? The UK government states that you cannot be self-employed, which means we are unable to sell your work through not just a shop.

You can still engage with not just a shop by:

- Entering our competitions and live briefs, most of which are open to international students.
- Coming to our business and freelancing events.
- Preparing to sell once you graduate whether you remain in the UK on a Graduate Visa or from your home country.
Product open calls

What we sell and why
We currently sell the following products in-store and online:
• Accessories
• Artworks and prints including: Paintings/drawings/original 2D pieces (unfortunately we cannot accept large scale work currently); Limited-edition prints in a range or series (editions of 25 or less); Photographs; Sculptures; Textiles
• Beauty and wellbeing
• Ceramics
• Digital prints in a range or series (i.e. more than one) in an edition higher than 25 or open edition)
• Games and toys
• Gifts
• Homeware
• Jewellery
• Small furniture items
• Souvenirs
• Stationery

Due to the small size and lack of changing rooms in our Holborn shop, we don’t sell clothes or shoes. However, we do sell fashion accessories such as scarves, bags, purses and wallets. We also do not sell publications or books at the moment but hope to do so in the future.

How to apply

Step 1: Research
Read through our available resources, visit the store online or in person to view what we sell and if you have any questions attend any events or one-to-ones.

Step 2: Consider and Consolidate
Consider which route you need to apply through, and complete the relevant application form (Word document) detailing the products or artwork you are submitting. This will be either Route 1 or Route 2 (see next page for further details).

Step 3: Submit
Complete the online application form, uploading the completed Route 1 or Route 2 form along with images of your work.
Which route should I apply to?
There are two routes to apply for our open calls, depending on what stage you are at with your business. Please read the information below and complete the route that is most relevant to you:

Route 1 (new to selling)
Ideal if you are thinking of launching your own product-based business but haven’t yet got stockists and need some support with our application process.

Applying through this route means:
- You do not need to have professional photography.
- You will get the option to deliver your work to be reviewed by the panel in real life.
- You don’t need to have a business bio or website.
- Your pricing doesn’t need to be finalised or resolved.

Apply through this route if any of the following applies to you:
- You have not sold to retailers before via wholesale.
- You don’t have any current stockists.
- You have never sold anything before, or are unsure how to price your work.
- You may have sold directly to customers (for example to friends and family, via social media, markets or your own website/Etsy) but not via a retailer.
- You have two or more products to sell.

Route 2 (wholesale experience or fine art work)
Aimed at those of you who have already launched a business and have an understanding of how to sell your work through retailers. Also applies to those wishing to sell one off artwork pieces or very limited edition prints.

Applying through this route means:
- You have good quality images of your products to share.
- Your products are already being manufactured (handmade, batch produced, or mass produced).
- You understand how wholesale and retail pricing works and have viable margins.
- You have stockists, have approached retailers previously, or understand how to work with retailers.
- You have a product range, wholesale catalogue and line sheet.
- You have one off artwork pieces (sculpture, painting, textiles, drawing).
- You have more than one limited edition print or photographic work.
Selection process and criteria

Stage 1- Eligibility
All applications will be checked against the eligibility (see page 7) and product categories (page 8) by the not just a shop team. We will let you know if you have reached the next stage a few days after the deadline.

Stage 2 - Selection panel
If eligible your work will be reviewed two weeks after the deadline by a selection panel made up of UAL staff and industry representatives. The panel will consider work against the criteria listed below. Depending which route you applied with you your work will be viewed in the following ways:

• **Route 1 (new to selling)** we will ask you to either deliver your products to the shop (via post or in person) or share additional images and information with us to be submitted to the selection panel.

• **Route 2 (wholesale experience or fine art work)** we will review your work digitally at our selection panel using your wholesale catalogue and price list. If you are submitting limited edition or one-off artworks we may ask you to bring these in for review, but will likely be viewed digitally.

Selection criteria
This criteria is used by the selection panel to identify which products and works we should stock in the shop. If you are unclear about what any of the terms mean, please go to page 14 for further information and clarification.

• High quality production or crafting skills
• Creativity, uniqueness, or innovation
• Commercially viable, meaning:
  1. There is wide audience appeal
  2. Work is durable
  3. There is clear purpose and function
  4. Competitive pricing and whether it is possible to generate profit
• Material and sustainable considerations

Image: Swan Mug by John Molesworth
Stage 3 - Application outcomes and feedback
We will respond to you a short time after the selection panel to let you know the outcome of the panel and next steps.

There are three possible outcomes to your application:
1. **Your work is selected**, we discuss any queries via email or an online meeting and we place an order with you, or if fine artwork will share contract details and pieces we would like to exhibit.

2. **The panel like your work but have recommended areas for development** to ensure products are retail-ready for not just a shop. If you agree to these, we will work with you over a period of 3 months and offer a variety of support including one-to-one appointment with business advisor, a small allocation of funding to make changes or a mentor.

3. **You are not selected** this time and provided with feedback on request. Feedback will include an action or next step for your products, business or practice.

We are always interested to hear from the UAL community. If you have ideas on how we could improve our application process, please get in touch at notjustashop@arts.ac.uk

Image above: Selection panel, January 2023. Left to right; Zeena Shah an Art Director, Stylist, Designer and TV Presenter; Sophia Nasif, LCC College Officer at Arts SU; Lewis Campbell, Employability Practitioner at UAL; Samantha Newell, Co-Founder and COO at YARD + PARISH.
Support and feedback

Application Support One-to-Ones
Before each deadline you can register for a 20-minute online one-to-one with the **not just a shop** team for advice on how to submit your best application.

Whether you’re a new business, have never sold work before or just need to chat through the form, we can help you with the application process.

We can provide advice and feedback on the following:
- Pricing your work
- Retail expectations (such as quality, function, durability, final presentation, unique selling point, and packaging)
- Manufacturing options (for example handmade, print on demand, outsourced)
- Quantity of products needed for application and sale
- Photography of your products
- Application questions and queries
- Selecting and editing your products for application
- Which route you should apply to

Please see our website for the latest dates and how to book a slot.

Events
In the time leading up to our open call deadline we will run a series of talks and workshops to help support your knowledge and understanding when applying. Talk topics include; costing and pricing, reaching your customer, marketing and promotion and commercialising your practice. See the website for details and booking information.

Feedback
To ensure everyone gains learning through this application process we offer feedback from the selection panel for all of our application opportunities. We record constructive feedback and can share it on request. It can be rare to receive feedback in the professional world, so we encourage you to request it from our applications as it may help with future applications and improve your skills in responding to live briefs.
Inclusive Retail

We aim to have fair and transparent processes throughout all of our opportunities. Examples include:

- Lower retail margins for new businesses
- Products purchased wholesale, and paid up-front
- Opportunities open to all students and graduates from UAL
- Diverse voices at selection panels
- Product briefs supporting underrepresented groups though burseries, training, industry connection and manufacturing.

We particularly welcome applications from those currently underrepresented in not just a shop and more widely in high street retail. This includes students and graduates who identify as: disabled; neurodivergent; Black, Asian and Minority Ethnic; LGBTQIA+; are the first in their family to attend university; or are from a low socio-economic background. We’re committed to better representing the communities we serve.

If you believe there are any barriers to your participation to any of our opportunities or you have any access requirements (not limited to disability), please get in touch in advance of any deadline. Please contact notjustashop@arts.ac.uk ahead of the deadline to start the discussion and see how you can be supported.

Image: ‘Home’ a live brief project with Creative Shift and not just a shop.
Photography by Yeshen Venema
Understanding the selection criteria

High quality and well made

This refers to the level of expertise and skill involved in producing or crafting a product. It implies a mastery of techniques, attention to detail, and a focus on producing items that meet or exceed established standards of excellence. High quality production or crafting skills ensure that the final product is well-made, aesthetically pleasing, and durable and is a crucial part of being retail ready.

A business that produces well made products can build consumer trust, create return customers and maintain professional relationships with retailers.

When producing your products consider:

- The level of finish and if it’s a similar quality to similar products that are available on the high street.
- If your product can be used multiple times without damage.
- The quality of print production. Key aspects to focus on are the type of printing being used (digital/giclee/risograph/silkscreen), using a high-res imagery, avoiding pixelated images and the use of good quality paper or materials are all important aspects of creating a well made printed item.
- How a customer can maintain the quality of the product if it can be worn or used. This will ensure that your product has a long life and can be enjoyed throughout its use and function.

Possible actions to implement:

- Compare your products against similar ones on the market, if there’s a difference in production quality consider how the production of similar item was more successful. This could be refining your technique or testing if different materials.
- Use your items as you’d expect your customers to, this can flag any potential issues that they might have when using your product and allow you to develop your product to a higher standard.
- Test print any printed products. Best practice is to do samples of products before committing to the final print run. This will show you any image or production issues and avoid spending money on low quality items.
- Include care instructions for any items that can be worn or need to be cleaned. This will help the customer enjoy your products for longer.
Creative, unique and innovative

This refers to the originality and inventiveness of a product or creation. It involves thinking outside the box, introducing novel ideas, and offering fresh perspectives. Creativity, uniqueness, or innovation can be expressed through distinctive design elements, unconventional approaches, or the introduction of new concepts or technologies.

We’re looking for products that demonstrate the level of creativity, uniqueness and innovation that UAL represents. For this reason, our customers expect not just a shop to stock exciting new products that aren’t currently available on the high street.

When producing products consider:

• If your product has any design elements that separate it from what’s currently available on the high street.
• The visual language or art style on your printed products. Customers are looking for fresh and contemporary designs that reflect UAL’s values.
• Your product’s unique selling point. Is there something special in the production or design that customers should know? This could be the use of interesting materials or if the product was produced ethically or sustainably.
• Product innovation. Does your product offer something fresh in comparison to what’s already available in the market?

Possible actions to implement:

• Understand what other products you’re competing against and elevate yours to offer something fresh.
• Develop or refine your own visual language that makes your designs and brand instantly recognisable to customers.
• Figure out your product’s unique selling point. For example, did you develop your product due to noticing a gap in the market? This could also be based on the design, function, production of the product.
• You can develop innovation by improving existing products in the market. For example, you can alter a design to become more functional and commercially appealing.

Image: Refillable Handwash by Blackmarket
Commercial viability

This describes the potential of a product or creation to succeed in the marketplace. Several factors contribute to its commercial viability:

1. Wide audience appeal
This is an integral aspect to creating a successful product and means that your product should attract a broad audience, increasing the likelihood of being purchased.

When producing products consider:
- Who is the audience?
- Where is my product being used or displayed?
- What message is your product trying to communicate to the customer?
- Is the purpose of the product clear and is there an audience for it?
- If the product was given as a gift, what is the occasion?
- Is it easy to engage with and understandable without added context?
- Is it attractive and will it stand out when displayed in a busy retail environment?

Possible actions to implement:
- Consider who the audience is for your product. Find out what do they like in a product and what themes and colour ways are most appealing. You can try selling at markets to figure this out.
- Decide on where in the home you would imagine your product being used or displayed. Can this be communicated by the product alone or with packaging or product photography?
- If your product is trying to communicate a message or a function to a customer, test if this is clear to an audience. This could be friends, family or at a selling event.
- If your product is for a particular seasonal event, check it references themes or visuals that a customer would associate with this.
- Customers tend to purchase decorative artwork as gifts or for their own homes. Due to this challenging artwork that requires more context is harder for us to sell. We recommend submitting artwork that can be understood by a customer without any additional information and avoids challenging or niche subject matter if possible.
- Figure out the best colourway for your product. You could research trend-based colours to see what’s commercially appealing.
- Look around and compare your product against similar items and question what makes the product stand out or successful. You can apply your findings to your own products.
2. Durability

Durability ensures that customers can rely on the product’s longevity. This means that your product can withstand regular use and is built to last with a long lifespan in mind. If a product can easily break, this could potentially result in customer complaints, refunds and loss of consumer trust.

When producing products consider:

- How long your product can be used without breaking or receiving damage.
- How your product can be handled to prevent damage.
- Ensuring your product can survive being sent out for delivery and being able to be stored and displayed in a shop. This also includes the customer’s journey of buying your product to returning to their home.

Possible actions to implement:

- Use hardwearing materials. If working with paper-based products, consider using thicker paper to avoid accidental damage.
- Test your product to see if it continues to be functional after multiple uses. This will flag any potential issues a customer might have.
- If your product is fragile, develop packaging that will protect it during shipping. This will help the retailer prevent damage when storing, sending out your products to customers and when a customer takes your product home from the store.

Photography by Damian Griffiths
3. Clear purpose and function

This means that the customer will be able to clearly identify the intended purpose of your product without need for a long explanation or backgroud information.

The purpose and function has to be clear to customer so they can imagine themselves using your product. This will increase the likelihood of the product being purchased.

When producing products consider:
• The product’s function and if it provides anything useful or meaningful for the customer.
• Make sure that that the product can serve the function it has been designed for.
• Is the function obvious from the product alone or do I need to provide more context?
• The product should provide everything to serve its function. For example, if you made a wooden vase, you will need to include an waterproof/glass insert to ensure that the water doesn’t leak.

Possible actions to implement:
• Establish the main function of your product and the advantages of using it. This will entice a customer to purchase your product as it should provide something meaningful or add efficiency to their lifestyle.
• Ask friends and family to test your product and to see if the purpose and function is clear without any context or insider knowledge. They can provide insightful feedback to develop the product to serve the purpose.
• If the product’s function requires further context, you can provide instructions for our product or have more information on the product’s packaging. This can be used for games.
• Check that your materials and product align to serve the function. For example if your product is an ink stamp, you should provide an ink pad so the item can be used after purchasing.

Image: Lily the Frog Enamel Pin by Chuchu Illustrations
4. Competitive pricing and possibility to generate profit

The product’s pricing should be competitive within the area you are selling (such as stationery or accessories) considering factors such as production costs, the perceived value of the item by customers, and market demand. Additionally, the product should have the potential to generate profit for the both the maker and retailer, ensuring its financial sustainability.

When producing products consider:

- Whether your business is financially sustainable and your product’s wholeprice price covers all production costs and includes a profit per sale.
- Check if the final retail price is inline with the current market. If the price is too high, customers will find a cheaper option.
- Make sure your pricing is consistent across all the platforms you are selling it and represents the product’s value.

Possible actions to implement:

- Read our section on pricing and margins on page 29.
- When deciding on a price for your products, check how much similar items are priced to gage how much money customers are willing to spend on the same type of product. If you outsource manufacturing then research via high street retailers, if products are handmade check Etsy or any other independent sellers.
- If you find that your products are a higher price than those you are comparing them to, is there an inexpesive detail you can add to the design to set it apart and justify the higher cost? For example, a useful hook on a tea towel or a handpainted element to a manufactured mug. Packaging can also help elevate the value of a product. For example jewellery in a box rather than backing card (although this would have a cost attached to it).
- If you want to sell via wholesale you will need to factor in that the retailer needs to make a profit from the retail price.
- You may find that selling wholesale is not the best option for your business. If you have priced up your products and have accounted for profit for both your business and the retailer, some products may become too expensive. These tend to be handmade items that require a lot of time to produce. In these instances you might be better to sell directly to customers where you receive the full retail price.
- Your range should have consistent pricing that reflect the product’s value. For example, if producing a range of A4 and A3 prints, you must make sure that the A4 prints are cheaper than the A3 size and that the price jump to A3 seems reasonable for the increased size.
Material and sustainable considerations

This refers to the choice of materials and the environmental impact associated with the product’s production, use, and disposal. Material considerations involve selecting appropriate materials that align with the product’s function, durability, and aesthetic qualities. Sustainable considerations involve minimizing negative environmental effects, such as reducing waste, using eco-friendly materials, employing energy-efficient manufacturing processes, and promoting recycling or reusability. Designing with sustainability in mind helps reduce the product’s ecological footprint and contributes to a more environmentally conscious approach.

It is important to consider the impact of the materials used to produce your product as customers increasingly have environmental concerns and the product’s use of materials and ethics can be a big factor in whether a customer will purchase the item. We are always keen to see sustainable options, as we want to support businesses who prioritise this. Another aspect of material concern is customer health, we have customers who are unable to buy jewellery unless it’s made from silver due to allergic reactions.

When producing your products consider:

- The materials being used for your product and the impact of your production. Are these environmentally friendly?
- What is the after life of your product once the customer has finished with it?
- Check if you’re using recyclable packaging.
- Avoid producing single use items, unless they can be recycled.
- Check materials and ingredients to avoid allergic reactions.

Possible actions to implement:

- Investigate your materials and production to ensure you’re operating in an environmental conscious way where applicable. Some makers work with upcycling and repurposing materials as a way to be more sustainable.
- Look through your products packaging, see if you can use recyclable options that don’t compromise the protection of the item. We’ve noticed that our greeting card suppliers have stopped using plastic packaging on individual cards as a way of being more sustainable.
- Develop your product to last more than one use, or see if it can be easily recycled. This could be by using hard wearing items or producing refill options.
- If making products for the skin, list the full ingredients to flag any potential allergies for customers and so they can make an informed choice.
What to expect from us as a retailer

How we buy stock

Once you have been selected as a stockist for not just a shop we will place an order with you via email. We will purchase a number of products from you at a wholesale price, as agreed with you and we will sell it at the recommended retail price (RRP). We will confirm and agree this at the ordering stage.

How many products will you order?

If it is the first time we have worked with you we will buy a smaller quantity to test how they sell with the aim of these being in stock and on display for a minimum three-month period. We may therefore put in repeat orders in this time if certain products are selling quickly.

Below is an example of how many products we might buy from you in a particular colour or design:

<table>
<thead>
<tr>
<th>Product type</th>
<th>Retail price</th>
<th>In store</th>
<th>Online</th>
<th>Total order</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 digital print</td>
<td>£18</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Bath salts</td>
<td>£15</td>
<td>6</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Candle</td>
<td>£25</td>
<td>6</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Ceramic plant pot and stand</td>
<td>£55</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Cushion</td>
<td>£45</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Greetings cards</td>
<td>£3</td>
<td>18</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td>Handmade mug</td>
<td>£35</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Handmade necklace</td>
<td>£50</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Large stud acrylic earrings</td>
<td>£40</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Leather bookmarks</td>
<td>£15</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Outsourced manufactured mug</td>
<td>£12.50</td>
<td>12</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Notebook</td>
<td>£7.50</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Silk pocket square</td>
<td>£45</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Small acrylic earrings</td>
<td>£25</td>
<td>6</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Tea towel</td>
<td>£12</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Wool scarf</td>
<td>£35</td>
<td>6</td>
<td>4</td>
<td>10</td>
</tr>
</tbody>
</table>
We will ideally buy a range of products from you if you have these available, for example if you sell:

- Greetings cards, we would purchase between 5-10 different designs
- Earrings, we would purchase 3-6 designs or colourways
- Tea towels, we would purchase 2-3 colourways

**How do I make the order worthwhile?**

To encourage a higher order from a retailer you can set minimum order quantities, minimum order spend or offer free delivery over a certain order amount.

A minimum order quantity (MOQ) is a reasonable number of minimum products you want the retailer to purchase per colourway or design. For example a minimum of 6 greetings cards per design.

A minimum order spend is the total minimum spend you want the retailer to order from you. For example £80 for the whole order.

These are things you can stipulate in your terms and conditions, you could have both or one or the other, but it enables you to receive an order that makes it worthwhile and encourages a higher spend from the retailer. For example you wouldn’t want to sell just 24 greetings cards in one order.

Ensure to be realistic in the minimum amounts you set as you don’t want to put retailers off committing to a high order value.

Here are some examples below:

<table>
<thead>
<tr>
<th>Product type</th>
<th>Minimum order quantity per colour / design</th>
<th>Minimum order value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationery</td>
<td>6 per card, 24 sheets per gift wrap</td>
<td>£80 - £100</td>
</tr>
<tr>
<td>Ceramics</td>
<td>5 per colour way</td>
<td>£250</td>
</tr>
<tr>
<td>Jewellery (low price point)</td>
<td>5 per design or colourway</td>
<td>£125 - £200</td>
</tr>
<tr>
<td>Homeware</td>
<td>2 per print, 6 per tea towel</td>
<td>£200</td>
</tr>
</tbody>
</table>

You can also charge for delivery of your products if this isn’t factored in to your wholesale price.
Another incentive for retailers to spend more with you is to set a minimum spend for free delivery. For example for a stationery business you could set free delivery at any orders over £200.

**How long will you stock my products?**
There is no time limit to how long we stock your products for, if they are popular they may become bestsellers and we will continually stock them. If some items are less popular we may not reorder, but try a different product from you if available. Please keep us updated with new product lines when they are available. You don’t need to reapply via the open call, you can just email us (notjustashop@arts.ac.uk) directly with details.

**How do I get paid?**
Once you receive the order from us, check that it meets your minimum order requirements, that you have enough stock or are able to fulfil the order within a reasonable (or requested) timeframe. Do not send the invoice until you are sure you can commit to the order.

At **not just a shop** we ask you to invoice us via email for the total order value and you will be paid the full amount within 30 days from the date of the invoice. You can stipulate your own terms of payment, and we can discuss with the finance department, but the standard terms for UAL is 30 days.

On the first order we will need to set you up as a new supplier and will request specific information from you to do so, for example national insurance number and bank address. We are unable to process your invoice until you are set up as a new supplier, so the sooner you can provide that to us the better. Payment can therefore take additional time to be made if there are any delays to receiving this.

**Production lead times and delivery**
For initial orders, ideally, we expect products to be delivered once you receive payment, and as soon after this as possible. We understand that if you are just starting your business you may not have the funds to pay for production until you receive payment for the order, and for us this is ok. If this is the case, please let us know so we can plan accordingly.
We may ask you for samples for our photoshoot so there is no delay to your products selling online. For all first orders we will be as flexible as possible to support you, so please let us know your needs and situation when we order with you.

If you have long production times (for example hand making ceramics) you can deliver to us in two batches, this helps us to launch your products alongside others when we do a visual merchandising stock change of the shop and avoid any delays.

If you already have the products made, or in stock please deliver as soon as you are happy to. If you have been selected via an open call from the date of order to requested delivery there is usually about 6-8 weeks to allow for production.

For any ongoing or future orders once placed with not just a shop, this should generally be shipped out and delivered to us within four weeks. We understand that some products may be out of stock or take longer to produce, if so please let us know when we can expect to receive it.

**How should I package my work for display?**
Packaging is useful to protect products whilst on display, for presentation if given as gifts and it can also be a good chance to showcase your branding and share additional information with customers.

Not all products need additional boxes or packaging but we recommend considering this for the following items:

- **Prints.** We recommend individually wrapping prints using a sturdy cardboard backing and a biodegradable cello bag the same size as the print. This helps protect prints from damage if they are stacked within a print rack or on a shelf. You can include additional information about yourself with a little card inside the packaging or a sticker on the back.

- **Ceramics or glassware.** Boxes help elevate the presentation of a product if being given as a gift as well as for their protection when the customer takes item away. They can be very simple in design, such a plain box with a branded sticker, or more elaborate if the piece has a higher price point. They should keep the ceramic or glass safe during transportation. Some retailers have their own packaging but it isn’t guaranteed, so it is best to prepare.
• **Cards.** Greetings cards should no longer be in cellophane. Envelope and card can be secured with a simple branded sticker.

• **Jewellery.** Packaging can vary greatly depending on the price point of the jewellery. Higher value items would require a higher quality packaging, but can be expensive. If you have lower price point jewellery you can use backing cards or simple boxes with branded stickers.

You can include the cost of the packaging in the overall wholesale price, or give the retailer the option to pay extra (they may not want the boxes).

Other products that would benefit from protective packaging:

• Open candles or products with a fragrance (and no lid)
• Where a product has multiple elements (i.e a stationery pack including a pencil and notebook)
• Product has vulnerable or sharp edges or is delicate
• Product has a higher price point and you want to elevate value (such silk scarves or pocket squares, sleep masks)

The following products may still require some branding or information attached to them but could be in the form of bellybands, low tack stickers or small tags:

• Accessories such as scrunchies, card holders, purses, bags, socks, hats
• Greetings cards
• Fabric items such as tea towels, aprons, napkins
• Notebooks or stationery

**What about packaging for delivery?**

**Secure packaging**
Please make sure your products are packaged safely and securely before sending out. This will ensure that your products will reach us without incurring any damage in delivery. If possible please use sustainable or recyclable materials in your packaging. Below we have suggestions on how we recommend products to be packaged up.

• **Prints.** Your prints should be sent to us individually wrapped and ready for retail. We recommend using a sturdy cardboard backing and a biodegradable cello bag the same size as the print. Please make sure the prints are secure in the packaging and the corners are protected, as this will help them avoid being damaged during shipping.
• **Ceramics.** We recommend boxing individual ceramics and filling the boxes with materials that will be able to absorb any shock. This could be tissue paper, shredded paper, biodegradable packing peanuts. By filling up the box, this restricts the product from moving inside the packaging during shipping. The boxes used for packaging ceramics should be strong enough not to be crushed when stacking the boxed products inside of the main shipping box.

If you are unsure about how to package your work or need support please let us know.

**Include a packing slip with your order**
Please include a packing slip in your order. This is useful for retailers as they can see which items and their quantities are in the delivery. Any ordering discrepancies can be flagged and resolved easily by implementing this in your fulfilment process. This can be a simple one page document with your name, contact details, list of the products and quantities and the date you have sent them.

**Missing products**
We would like the full order to arrive together. If you are unable to fulfil the full order in the time frame we have requested/ specified you can send it to us in parts, but we must know about this in advance. If you are unable to complete the order please do not provide substitute items, without contacting us first to let us know. If we notice there is any discrepancies with the order we will reach out to organise the delivery of the missing item.
What we expect from you

Communication
Once you are on our system as a supplier, you do not need to re-apply with new products. Please keep us up to date via email with any new catalogues, products or prices.

Consistent pricing
Your pricing should remain consistent across all platforms. If you provide us with a recommended retail price, please do not sell your products for less than this on your own website (unless the item is clearly different for example a smaller size). Equally if you increase your prices, please let us know so that we can increase ours too and we are not undercutting you.

Consistent products
If we are placing a repeat order, ideally we do not want variations of the products we have ordered. If your products have been updated or have changed slightly since our last order, please let us know in advance before completing the order. This could be updated packaging, colour alterations or different metal finishing for jewellery. This causes delays to products being sold online as they are different to the photographs we have on your product line, and in turn reduces sales for you (and further repeat orders). We will not be able to sell the new variations online until we have organised new product photography. If we are placing a new order and haven’t specified certain product variations, please do ask us to confirm these.

Realistic delivery times
We would expect delivery within 4 weeks of placing the order, or within 4 weeks of you receiving payment. If you think it will take longer than this please let us know. Please also check that you have the enough stock to fulfill the order before accepting. If you’re unsure if you’re able to fulfil the order before sending out the invoice, please let us know in advance. If we have paid an invoice with stock we haven’t received, we will expect either a refund or a credit note for the missing products to use for a future order.

Safe delivery of products
It is your responsibility to ensure products arrive safely to us for sale. See page 19-20 on how to package your work securely for delivery.
Pricing and Margins

It is important to get your pricing right to ensure you are competitive and attract buyers, but also to make sure you receive a profit and become a sustainable business. We do not expect you to know your pricing before applying to sell in not just a shop.

We can help you determine your pricing through the following ways:
- Going to a workshop on how to price your work (see our website for upcoming events)
- Reading the ‘How to cost and price your work’ resource written by the Design Trust
- Receiving guidance from one of the team at our one-to-ones or at point of selection
- Trialling price points in the shop once selected

Basic terms
Pricing terminology can be very confusing, see below for the basic terms:

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost price</td>
<td>The amount it costs you to make your product including materials, packaging, time, studio rent, delivery.</td>
<td>£2.50</td>
</tr>
<tr>
<td>Wholesale price</td>
<td>The price you charge to a retailer, this includes your cost and the profit you want to make.</td>
<td>£7.50</td>
</tr>
<tr>
<td>Retail price (RRP)</td>
<td>The final price your product is sold to the customer. Includes your wholesale price, retailer profit and any taxes to be paid by the seller.</td>
<td>£15</td>
</tr>
<tr>
<td>Profit margin</td>
<td>This is the amount of profit the retailer will make from selling your product at the recommended retail price</td>
<td>£5 (40% margin on £15 retail price)</td>
</tr>
</tbody>
</table>

Margins
Retailers will expect a 40-60% profit margin of the retail price, sometimes higher. You may also see this written as 2 or 2.5 times the wholesale price. For example if your wholesale price is £7.50, they will expect to sell it at a retail price of £15-£18.75. It is important to remember that most retailers will be paying VAT, which will come out of the retail price before they receive the profit.
At **not just a shop**, we understand that when you are starting out it can be difficult to achieve a wholesale price that allows enough profit margin for both the retailer and your business. Therefore we are happy to support a lower retail margin for newer businesses, however it is important to be aware of what will be expected if you were to approach other retailers and be prepared if they ask for lower wholesale prices (and therefore higher profit margins).

Below is a table of examples of wholesale prices and retailer margins from some of our popular selling products:

<table>
<thead>
<tr>
<th>Product</th>
<th>Wholesale price (ex VAT)</th>
<th>Retail price (inc VAT)</th>
<th>VAT %</th>
<th>Retailer Margin</th>
<th>VAT</th>
<th>Retailer Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 print</td>
<td>£11</td>
<td>£22</td>
<td>20%</td>
<td>£7.33</td>
<td>£3.67</td>
<td>40%</td>
</tr>
<tr>
<td>Candle (60ml)</td>
<td>£4.50</td>
<td>£10</td>
<td>20%</td>
<td>£3.83</td>
<td>£1.67</td>
<td>46%</td>
</tr>
<tr>
<td>Greetings card</td>
<td>£1.35</td>
<td>£3.25</td>
<td>20%</td>
<td>£1.36</td>
<td>£0.54</td>
<td>50%</td>
</tr>
<tr>
<td>Hardback A6 notebook</td>
<td>£7.50</td>
<td>£15</td>
<td>20%</td>
<td>£5</td>
<td>£2.50</td>
<td>40%</td>
</tr>
<tr>
<td>Lightweight scarf</td>
<td>£10</td>
<td>£22</td>
<td>20%</td>
<td>£8.33</td>
<td>£3.67</td>
<td>45%</td>
</tr>
<tr>
<td>Socks</td>
<td>£3.50</td>
<td>£9</td>
<td>20%</td>
<td>£4</td>
<td>£1.50</td>
<td>53%</td>
</tr>
<tr>
<td>Small acrylic earrings</td>
<td>£10</td>
<td>£20</td>
<td>20%</td>
<td>£6.67</td>
<td>£3.33</td>
<td>40%</td>
</tr>
<tr>
<td>Small ceramic cup</td>
<td>£14</td>
<td>£28</td>
<td>20%</td>
<td>£9.33</td>
<td>£4.67</td>
<td>40%</td>
</tr>
<tr>
<td>Tea towel</td>
<td>£6</td>
<td>£12.50</td>
<td>20%</td>
<td>£4.42</td>
<td>£2.08</td>
<td>42%</td>
</tr>
<tr>
<td>Wooden earrings</td>
<td>£12.50</td>
<td>£30</td>
<td>20%</td>
<td>£12.50</td>
<td>£5</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Is selling wholesale for me?**
You might find that it is impossible to get the balance right in your pricing to generate enough profit to be a sustainable, whilst offering competitive pricing to customers and ensuring enough profit for retailers. Your materials costs might be very high, or the process of making your product is too time consuming. In this instance selling wholesale to retailers might not be the best way for you to make an income and you might be better to sell directly to customers through online marketplaces (like Etsy or your own website) or through in person markets.

We are very happy for you to experiment through **not just a shop**, so please still apply even if you are unsure if wholesale is right for you. We will be able to give you guidance and help you work through the process of understanding your pricing.
Meet the team

Got questions about our application process or want to work us on a project? Contact the team at notjustashop@arts.ac.uk

Natalie Stevens, _not just a shop_ Manager

Clio Delcour-Min, _not just a shop_ Retail and Student Engagement Coordinator

Eleanor Binns, _not just a shop_ E-Commerce Coordinator

Zoë Tynan-Campbell, Employability Practitioner

Lucy Nicholson, Student Enterprise Practitioner
Where to find us

not just a shop
272 High Holborn
London
WC1V 7EY
Find us on google maps

notjustashop.arts.ac.uk

Closest stations: Holborn or Chancery Lane
Please see the website for current opening hours.

Contact us
Email: notjustashop@arts.ac.uk
Facebook: facebook.com/notjustashop
Twitter: @notjustashop
Instagram: @notjustashopual