



## WELCOME TO WREN!

**WREN's Mission:** Dedicated to improving lives and livelihoods, the Women's Rural Entrepreneurial Network's mission is to inspire, create, and connect through economic, educational, personal, and community development.

**Organizational Overview:** WREN began in 1994 with a program that supported 12 women participants in their dreams of business ownership. By the spring of 1995, these WREN pioneers were operating their own enterprises. Encouraged by the success of this pilot project, we began building what we refer to as the "WREN Community." Today WREN has over 1100 members, more than half of whom own their own businesses, men and women living in New Hampshire and beyond, who benefit from and support WREN's many initiatives and resources. Our work connects people with one another, offers learning opportunities, creates and supports markets for entrepreneurs, and provides access to resources many couldn't afford on their own.

Supporting low and moderate-income women and men who desire to create and grow their own businesses is a critical part of revitalizing northern New England's economy and core to WREN's mission. Central to the organization and to our members' success is addressing the geographic isolation and lack of resources available to so many in the North Country, as well as building a sense of community and connection among members and encouraging collaborative opportunities.

**Why a store?** In 1999, the largest percentages of our members were artisan/crafts based. The biggest challenge voiced by these members was market access. The store provides both a learning opportunity and a market access venue for over 200 member vendors. To enhance this access, WREN provides access to wholesale buyers from throughout the New England area to view and purchase your product directly from you.

**A REAL WORLD Retail Experience for the WREN Community:** For some the Local Works Marketplace is their first retail experience. The WREN store is managed like any other retail store you will do business with now or in the future. In opening Local Works, WREN has been entrepreneurial itself, and for its own continued survival as a market access opportunity, the store must work toward profitability. WREN has experienced many valuable learning opportunities through this retail endeavor, and we imagine you will feel the same.

### **How to become a LocalWorks Marketplace vendor...**

First, review the attached consignment agreement. Next, make an appointment to submit your product(s) for review. All products that go in the store are reviewed. The review process does not aim to disqualify any applicant, but rather to view your product from a retail point of view with regard to your price, packaging, labeling, quality, and market mix. This process also helps to ensure a sales mix that will benefit all vendors. To participate in the store you must be a member of WREN. As a business participating in the store program, a business level membership is required. WREN does not want the membership fee to be a discouraging factor in your business development. If the membership fee causes a financial burden, please discuss this at the time of the review.

An annual business membership with WREN provides you with a discounts on all WREN workshops & classes; a subscription to the WRENzine, which is published three times a year, and is full of news, tips, networking events, and upcoming workshops and classes; free access to our Technology Center; reduced rates on office services such as faxing and copying; a free listing in both the on-line and printed business directory; plus a wide variety of other opportunities as part of this ever growing network.

**Finally...** For more information or questions, call 603-869-3100. We welcome vendor applications from any current member of WREN. If you are not already a member, call 603-869-9736 to find out how to join. Check out our website as well - you'll get an in depth look at us: [www.wrencommunity.org](http://www.wrencommunity.org).



## Vendor Information

The store, operated as a program, assists entrepreneurs in growing their market. It is important for participants in this program understand that, as a not-for-profit organization, WREN is often required to submit data concerning overall participation. These statistics provide WREN with the opportunity to monitor and improve its services as well as document successful outcomes. WREN maintains a strict confidentiality on each individual's information and reports only on overall statistical findings. The data collected justifies our seeking future funding to support the continuation of our mission to improve the lives and livelihoods of rural

entrepreneurs by providing access to resources, technical assistance, business classes development of new markets, and networking opportunities.

Today's date: \_\_\_\_\_

Name \_\_\_\_\_

Business name \_\_\_\_\_

Address \_\_\_\_\_

Business address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home Telephone \_\_\_\_\_

Business Phone \_\_\_\_\_

Home Fax # \_\_\_\_\_

Business Fax \_\_\_\_\_

Home E-mail Address \_\_\_\_\_

Business Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

Type of Business/Primary Product \_\_\_\_\_

How would you describe the status of your business?

\_\_\_\_\_ Emerging (new, still developing) \_\_\_\_\_ Established (track record as business)

Year business started \_\_\_\_\_

Is your business required to be registered with the state? \_\_\_\_\_

If so, are you currently registered? \_\_\_\_\_

Do you have product liability insurance? \_\_\_\_\_

Business gross sales for last year \$ \_\_\_\_\_

Amount of time you spend on your business: (# of hours per week) \_\_\_\_\_

Do you have any employees? \_\_\_\_\_ If so, how many \_\_\_\_\_

Owners annual draw for last year \$ \_\_\_\_\_

Household income for last year \$ \_\_\_\_\_

Female head of household (circle one) yes no

Number of Adults in household \_\_\_\_\_ Number of children \_\_\_\_\_

Are you employed in another job? Full-time \_\_\_\_\_ Part-time \_\_\_\_\_





## Consignment Agreement

This is an agreement between WREN and the member of WREN.

The store operates as a program of WREN. The goal of this program is to provide participants with retail experience. We operate as retail store and assume all standard expectations of our vendors. While the store staff can offer some general assistance, we highly recommend participants take advantage of training opportunities offered both at WREN and elsewhere.

The following are the guidelines for participation in the store program:

**Membership:** All participants in the store program must maintain a current membership in WREN.

**Payment:** Payments are issued for the two previous months in January, March, May, July, September, and November.

**Pricing for consignment goods:** Consignors currently earn 60% of the retail price. Typically, you would provide a retail store with your wholesale price list. It is important that you have determined your wholesale price prior to participating in the store program. To determine the retail price of a product, the wholesale price is doubled; when your product sells, we then pay you 60%.

**Insurance:** Local Works Marketplace is insured, subject to specific exclusions and restrictions, for loss of property. In the event of a covered loss, any payments will be made to WREN. Members must look to WREN in the event of property loss and may only recover those losses for which payment is made to WREN.

**Product Liability:** As the producer of a product, you are responsible for maintaining the appropriate product liability at all times as needed for your product.

**Removal of Merchandise from the Store by the Consignor:** The consignor can, by appointment, remove their merchandise from the store at their own discretion. However, it may not be removed temporarily for reasons such as a craft fair. If a consignor withdraws from the program, any balance owed on product sold will not be paid until the next payment date.

**Returning Inventory to Member:** Throughout the year you will be contacted when inventory items do not sell or are out of season. This contact is a request to pick up your inventory. Once you have been notified, you have 30 days to make arrangements to pick up your inventory. WREN cannot insure merchandise that is not part of the store inventory. After 30 days, the inventory will become the sole property of WREN and will be disposed of at our discretion. Initial \_\_\_\_\_

**Deliveries:** Purchase orders will be placed for new merchandise on a seasonal basis. Delivery date will be noted on the purchase order. If you are unable to make the delivery before the final delivery date, you will need to contact the store. Delivery of products without a purchase order or after the delivery date will not be accepted. **All deliveries must include a packing slip.** We cannot accept deliveries on Saturday, Sunday and during special events, unless you have received approval in advance.

**Merchandising:** Display of store products is at the discretion of store staff, as it would be in any other retail store where your products are sold. If you have a suggestion for improving how your product might be displayed, we encourage you to contact us at [localworkswren@gmail.com](mailto:localworkswren@gmail.com) - this is your direct link to the store staff.

**New Products:** As you improve and develop new products, please contact the store. If you have seasonal products, call and ask staff if they are interested in carrying these products. If the staff believes the store can sell the product, they will send an order out to you immediately.

**Your inventory:** If you would like to update, refresh and/or add to your inventory in the store, please contact the store directly at [localworkswren@gmail.com](mailto:localworkswren@gmail.com). As in selling to any retail store, you as the vendor need to be proactive and contact the store for reorders. Our preference is e-mail contact, because calling may interrupt our staff's ability to provide good service to customers in the store.

**Inventory Management:** We can provide a report of the current status of your inventory. Requests can be made in writing by e-mail to [localworkswren@gmail.com](mailto:localworkswren@gmail.com). Generally, this report can be generated within a week; during the busy holiday season it may take a little longer to get back to you.

**Thanksgiving through Christmas:** During this period we will not accept any deliveries or new products, unless they have been specifically requested.

**AGREEMENT:** I am a member of WREN, 2013 Main Street, Bethlehem, NH, and I authorize WREN to sell my products. I understand that membership does not entitle me to have product in the store and that products are maintained in the store at WREN management's discretion. I also understand that I retain title to the goods until such times as WREN sells them. I will not hold WREN responsible for any claim of title to the goods.

I understand that the store, operated as a program, assists entrepreneurs in growing their market. I also understand that, as a not-for-profit organization, WREN is often required to submit data concerning overall participation in its programs, and that these statistics provide WREN with the opportunity to monitor and improve services as well as document successful outcomes. I understand that WREN maintains a strict confidentiality policy on my information and reports only on overall findings.

I understand the terms of this agreement

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Make checks payable to: \_\_\_\_\_