

## **Club Shop Guide**

### Trinity Basketball

The Trinity Basketball Club Shop is set up and ran by Iso Basketball. A relatively new and small Irish brand who focus mainly on Basketball.

Website - <https://isobasketball.shop>

Our Club Shop - <https://isobasketball.shop/collections/trinity>

Our Club shop FAQ & Info - <https://trinitybasketballclub.com/club-shop>

### **Finding a supplier:**

The first and most important thing about organising a club shop is finding/choosing a supplier. Our relationship with Iso dates back to the start of 2024. Being a small company, we really have a strong and close relationship with the owner.

It is important to pick a supplier that is easy to reach and organise yourself with. Iso is a great partner for us because they are easy to communicate with and we are able to make changes, add new items, fix problems all very easily. If we ever need, Iso are always open to a call to discuss problems and opportunities. Having a strong relationship and easy communication with the supplier should be really important to any club who is looking to organise a club shop.

Other things to consider when choosing a supplier:

- Compare quotes (some suppliers may be cheaper for bulk orders or student clubs).
- Minimum order quantities
- Range of products available

### **Creating Club Shop Items:**

A significant amount of time needs to be spent designing the products and choosing what will be sold on the Club Shop.

A key thing is branding. Establish a clear logo and clear colours that represent the club. Creating a branding strategy is a major starting point for creating a Club Shop.

Some suppliers will provide options to make designs on their website. Some will do them for you. Some will consult with you and collaborate with you. If you want to create anything from scratch, I'd recommend Photopea: <https://www.photopea.com>.

Photoshop also works! Again, finding a supplier that tailors to your needs for club shop designs is very important.

For our latest club shop launch, it took about a month to make the designs, gather feedback from the committee, make edits/tweaks and then send them to the supplier to see if they were feasible designs.

### **Production/Distribution:**

An obviously important thing to have to sort when creating a club shop is production and distribution.

Some important things to figure out with your supplier:

- **Delivery model:** Does the supplier ship directly to individuals, or does the club collect in bulk and distribute?
- **Lead times:** How long from order to delivery? This affects when you should launch.
- **Sizing & returns:** Important for students — clarify what happens if items don't fit.

### **Promotion:**

You won't be able to sell anything without promotion.

It is important that you have a launch strategy. Create hype before the shop opens, have some teasers.

Have a lot of visuals and photographs. We had some samples shipped before launch and had a photoshoot in order to provide the public with some clear photographs of the items and how they look on players.

You must create a sense of urgency. Remind people of the **closing date & time** — count down on socials.

Use every possible channel you have to spread the word. From Instagram and any other social media app to your own website, from newsletter/emails to whatsapp messages, from posters to simple word of mouth.

### **Fitting Days:**

Having opportunities for club members to try on gear, see how the products feel are a great way to promote your shop. Ask your supplier for sample sizes if possible. Even a single hoodie/jersey in different sizes helps people make better decisions.

### **Timeline planning:**

Here's a sample calendar of what setting your club shop may look like once you have established a supplier.

- **1–3 months before launch:** Start designing.
- **1.5 months before launch:** Start preparing for promotion at launch. If you are organising a photoshoot you need at least a few weeks to plan it and a few weeks after to receive the photos back and use them.
- **3 weeks before closing:** Finalise items & supplier setup.
- **2 weeks before closing:** Begin promotion.
- **Opening:** Daily reminders & fitting day. Provide FAQ and post pictures of products.

It's important that once the shop closes that you gather some feedback on what was sold the most and what sold the least to prepare for the next shop.