

# 2020 STANDARD OPERATING PROCEDURE FOR THE DANDELION CHOCOLATE GENERAL STORE

## *What is the General Store?*

This internal, password-protected Shopify website was designed for all retail locations and teams within our company to order retail products and supplies, including ingredients, cleaning supplies, packaging materials, and more. Stores, kitchens, and factories can order anytime, on desktop or mobile, and deliveries will arrive with your location's usual delivery schedule.

As of April 2020, the General Store should not be used to order kitchen items, such as pastries, for retail sale.

Some Creative items that do not change often and that are not made to order, such as Bean-to-Bar sheets and Brownie Bite Flight sheets, and more, can be ordered through the General Store. Items that require customization, like bar labels, signs, etc., should continue to be ordered via the Creative Request Form.

## *Who Should Use the General Store?*

- Retail location managers and team members who order supplies and retail items (excluding pastries and beverage items)
- Product makers and factory team members
- Chocolate Experiences (ChEx) team members who require teaching supplies
- Kitchen team

## *How to Get An Account for the General Store*

Please contact [chops@dandelionchocolate.com](mailto:chops@dandelionchocolate.com) and request an account. An invitation will be emailed to you. Follow the prompts to set up your account.

Please do not share your login and password with other members of your team. Everyone who places orders should have their own unique login.

Once your account is established, your location and delivery information will automatically be saved in Shopify.

## ***Weekly Content Updates for the Landing Page***

To edit content in the General Store, you are going to need a Shopify account. If you don't have one, get in touch with [chops@dandelionchocolate.com](mailto:chops@dandelionchocolate.com).

Ideally, the landing page, <https://general-store.dandelionchocolate.com/>, is a point of contact to convey helpful and timely information on products to the retail locations. The SMEs on the information that should be on this page are Kika and Lauren, the Product Makers, and Emilio, in charge of inventory and warehouse. Information on these two sections should be updated at least once a week and should be presented as follows:

- THIS WEEK: PRODUCT UPDATES AND COMING SOON - Featuring vanishing products, new products, and push shipments coming in the next seven days, and
- THE NEXT 90 DAYS - Upcoming holiday products, special promotions, and longer forecasts on origins and products going in and out of stock.

The remaining content on the landing page, including ordering best practices, delivery schedules, and help information, should be updated as needed.

## ***How to Add Products To The General Store***

To add a product to the General Store, you must first log in to the General Store in Shopify. If you don't have a Shopify account, request one from [chops@dandelionchocolate.com](mailto:chops@dandelionchocolate.com).

- From the left-hand menu, choose `Products`.
- Search for your product to make sure that it's not already listed in the GS. If the product already exists, update as needed. If the product does need to be added anew, on the top right, click the `Add Product` button to land on the product page.
- ***Add a title:*** It should clearly state the name of the item in as few characters as possible. Make sure the name is what the team doing the ordering calls it. A good title also includes succinct descriptive information, such as a color, a size, etc. (If the item your listing has several variations, such as Small, Medium, and Large, we'll take care of this later under `Variants`.) Include the number of units that will be received in a single order (i.e. "Case of 100").
- ***Description:*** In the GS, we tend to leave this blank.

- **Media:** Take and upload a clear image of the item or a case of the item, whichever is most recognizable to the team placing the order.
- Skip **Pricing, Inventory,** and **Shipping** for the GS. Ask Emilio, Jose, or Paul to add pricing and a SKU, if needed.
- **Variants:** For some items, such as a single box, you can ignore this section. But let's say that box comes in three sizes: Small, Medium, and Large. Three separate product listings would clutter the buyer experience. Creating a variant will create options beneath a product. Here's how to make this happen:
  - First, check the box in the Variants module. A menu will drop down below. The default content in Option 1 is Size. For some items, like out boxes, this is sufficient. But if our boxes were red, blue, and black, we would want to change that copy to Color. Or, better yet, Choose Color. This microcopy is the prompt that lets the end user know they need to make a choice.
  - Now that the type of choice has been set, enter the variations into the box with "Separate options with a comma" grayed out. If we're going with size options, you'd write:

Small, Medium, Large (with commas)

Or, better yet to meet the needs of the retails staff:

Small (6x6'), Medium (8x8'), Large (10x10')

Once separated by commas, Shopify will automatically create three variants for this product that looks like this:







The screenshot shows the Shopify Variants configuration interface. At the top, the 'Variants' section is expanded, and the checkbox 'This product has multiple options, like different sizes or colors' is checked. Below this, the 'OPTIONS' section is visible. Under 'Option 1', the label 'Size' is shown in a text box. To its right, a larger text box contains the text 'Small X Medium X Large X', where 'X' represents a small 'x' icon. Below the 'Option 1' section, there is a button labeled 'Add another option'.

If needed, you can enter pricing and SKUs for each variant.

- **Product Availability:** Scroll up and look at the right-hand side menus. The default on Product Availability should be “Available on 1 of 1 channels and apps”. If it has not been selected, click **Manage** and make sure that the Online Store box is checked.
- **Product Type:** Review the list and choose the item that makes the most sense.
- **Vendor:** Choose “Dandelion Chocolate” unless it is clearly a collaborator consumer product. If this is the case, then choose Feve, NeoCocoa, CocoTutti, etc.
- **Tags:** This section is very important, because without the correct tags, your new product will not get listed in the right category. Talk with ChOps and store managers to find out who will use this product and to make sure that this product is being tagged properly.

*Note that with the current theme of the online store as of April, 2020, items will not show up on any category page unless it has stock above 0 in Stitch. Ask Emilio or Paul or Jose to add inventory behind your new product or it will be suppressed. Even after a new product is added to Stitch, it can take up to 15 minutes for this information to migrate over to Shopify.*

Here’s the list of tags you should use to get the product to show up in the correct category. Note that in Books, T-shirts, Ceramics, Etc. category, product pages for ceramics rely on Sueki being selected under Vendor.

<input type="checkbox"/>	Title	Product conditions
<input type="checkbox"/>	 Store Supplies & Collateral	Product tag is equal to collateral Product tag is equal to supplies
<input type="checkbox"/>	 ChEx & Kitchen	Product tag is equal to kitchen Product tag is equal to chex
<input type="checkbox"/>	 Gifts & Partner Goods	Product tag is equal to gifts Product tag is equal to partnergoods
<input type="checkbox"/>	 Chocolate Bars	Product tag is equal to bars Product tag is equal to samples
<input type="checkbox"/>	 Ground Chocolate, Cocoa Nibs, & Beans	Product tag is equal to ground chocolate Product tag is equal to nibs Product tag is equal to beans
<input type="checkbox"/>	 Books, T-shirts, Ceramics, Etc.	Product tag is equal to book Product tag is equal to merchandise Product vendor is equal to Sueki Ceramics

The GS also uses tags to create a shortcut for different teams. Though **Production**, **Kitchen**, and **ChEx** don’t all have their own category pages, add these tags to products they will use. By

doing so, these teams can simply search for their name to generate a list of the products they use most. Much easier shopping!

- **Theme Templates:** The template suffix should be set to Product.
- **SAVE your work.** Do not forget the magical power of the blue Save button top and bottom on the right.

### ***How to Order Products***

- Log into your Shopify account. If you don't have one, request one from [chops@dandelionchocolate.com](mailto:chops@dandelionchocolate.com).
- Locate items by selecting categories, searching for items, or scrolling through the navigation at the top. Make your selections and choose your quantity.
- Once all of the items are in your cart, begin checkout. The address associated with your location will automatically appear.
- Follow the prompts to shipping information. Shipping will always be free.
- Follow prompts to payment info. Your order will be free. Your billing address and your shipping address will be the same.
- Click **Pay Now** and you're finished!

**Cafes must place retail orders and supply orders separately.** Please place orders by 3pm for arrival on your next delivery day. You can expect your delivery on the following schedule:

<b>Valencia</b>	Tuesday & Friday
<b>SF Ferry Building</b>	Thursday
<b>16th Street Store and Cafe</b>	Wednesday & Saturday
<b>SF Kitchen</b>	Monday or Tuesday (bulk sugar on Saturday)
<b>ChEx, R&amp;D, Facilities, PR, Donations, PoPs, Val Production, 16th Street Production, Creative</b>	As needed

**For last-minute or weekend emergency orders**, place the order using the General Store and add a note with your order during checkout. In addition, please fill out a DRF (Delivery Request Form) requesting the delivery/shipment ASAP.

### *How to Do the Batman Watussi*



### *Questions?*

The notes section at checkout is a great place to ask questions or leave delivery instructions for ChOPs.

For questions on product stock or inventory, contact [chops@dandelionchocolate.com](mailto:chops@dandelionchocolate.com).

For technical issues, contact [techhelp@dandelionchocolate.com](mailto:techhelp@dandelionchocolate.com).