



Aspects
of KINGS PARK
Gallery Shop

Presented By
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Aspects of Kings Park is owned and operated by the Botanic Gardens and Parks Authority, which means all our profits go back into maintaining Kings Park for all to enjoy.



Aspects of Kings Park is a gallery and retail environment for the highest quality contemporary Australian and Western Australian craft and design.

Our business delivers a distinctive shopping experience integrating:

- art and design
- ecology
- conservation
- education



The focus is on works by local artists, with products reflecting Australia's natural environment and biodiversity. The product range is innovative, colourful and intriguing.





Our staff are friendly, helpful and knowledgeable about our products and suppliers.
And we also offer complimentary gift wrapping.

Range of Goods

- Our range of goods is diverse and comprehensive.
- Some of our artists and suppliers have developed successful businesses with large workshops and high production.



While other suppliers and artisans work from home as a hobby or maybe a full time job!



Goods may be manufactured or handcrafted but need to meet the standards expected by our customers in quality and presentation.



Business Basics for Beginners

- Promoting your product to an established Retail outlet is different to selling products at a market or online (eg ebay)
- Do a little research about operating a small business as a Sole Trader.
- www.smallbusiness.wa.gov.au is a comprehensive website with helpful information on what you need to know.



Need to Know

- Understand how to price your products
- Cover the cost of your materials
- Put a value on your time
- How much does it cost to make the product?



Pricing

There is a difference between selling at a market (or pop up shop) and selling through a Retail Outlet.

You will sell to a Retail outlet at a wholesale price.

The wholesale price should cover your costs and also make some extra (profit) for your efforts.



In addition to determining your pricing, you will also need to think about;

- How much time you need to prepare an order.
- The quantity of items you are able to produce.
- How you will package, label or tag your items.



The Retail Outlet will need to sell your goods for at least twice the wholesale price.

A Retail shop also has to cover costs associated with rent, staff, fixtures and other business costs.

A successful business also needs to make a profit.



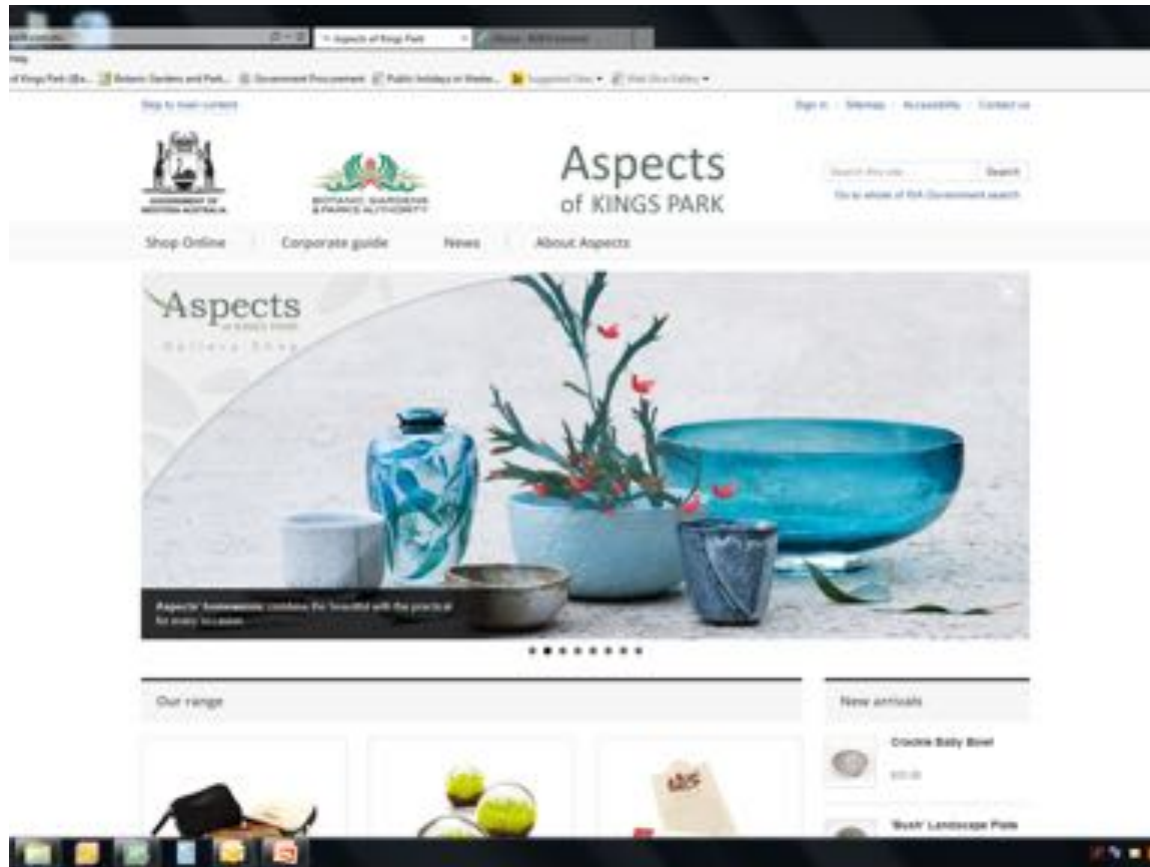
A Retail outlet may purchase your goods up front.

Or they may take goods on consignment.





Preparing and presenting your product proposal in a professional way will give you a greater chance of success when approaching a Retail outlet!



Our website www.aspectsofkingspark.com.au contains an Online Shop, information about Aspects of Kings Park, and also the Expression of Interest Form for prospective suppliers.







Questions?

