



Temecula Coffee Roasters Next Steps Guide to Start Drop Shipping

We are excited that you have decided to join our Drop Ship program. Everything in our process is designed to help you successfully start and operate your coffee business. Over the past 7 years we have started thousands of stores and seen hundreds succeed. Our Best Practice Model for success is based on the latest up to date market demand, statistical analysis of what is selling and what successful brands are doing. Please follow these steps to begin the journey with us.

- 1) Start by attending one of our New Partner Q&A ZOOM meetings. You will get some great insight into what it is like to be in the coffee business, an overview of the process and of course, you can ask questions.

Temecula Coffee Roasters is inviting you to a scheduled Zoom meeting.

Topic: Weekly New Partner Meeting.

Time: Thursdays 01:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

**[https://us06web.zoom.us/j/82887398897?
pwd=MmJKYUZOb1I5SWlvSUZ1MDduTGZ1UT09](https://us06web.zoom.us/j/82887398897?pwd=MmJKYUZOb1I5SWlvSUZ1MDduTGZ1UT09)**

Meeting ID: 828 8739 8897

Passcode: 856994

- 2) Share your business and marketing plan. This is not a test, it is a process that helps you convert a great idea into a plan. If you don't have one, please take some time and create it. The set up process has costs on our side, so we do have to limit the number of partners we accept. The best way to do this is make sure you are truly ready to succeed. Our experience of partnering with thousands of stores has made us statistically aware of some details that make the difference.(you can opt to simply say: I don't want to share it and it will not impact being accepted, but this is the single best indicator of success in this process).

Some key things to consider as you create your plan:



Temecula Coffee Roasters Next Steps Guide to Start Drop Shipping

- Identify your very specific niche. Best if you already have a presence in the niche you choose. Start by selling to the people you know.
- Being credible and knowledgeable is important.
- Keep your offerings simple in the early stages of your business. We recommend starting with 5-7 offerings in 2 sizes. 12oz and 5lb. Successful stores focus on unique branding with limited coffees.
- Having a solid business plan and the budget to back up that plan is imperative. Be sure they match.
- Good advertising on the platform that speaks to that niche. Don't spend \$ on advertising until you have done a Friends and Family event and tested your brand messaging.
- Sell at as many in person events as you can schedule. This gets you over the 2 initial business hurdles- Price and Credibility.
- Be sure you have realistic expectations. We see thousands of stores fail. Many get to month 6 and break even...instead of celebrating, they are closing up shop because they don't have realistic expectations. To be successful, you must work this like the business/opportunity it is.

You are entering a market with a normal cost of entry of \$150-500,000+ and since you are sharing costs with hundreds of similar sellers, you have a lower per unit cost than the average roaster....you can use this, tell a great story, connect to your specific niche market and make a great profit.

- 3) Forward your Federal Tax Id(EIN), your state tax ID or your sales tax permit, whichever your state requires. You are selling at retail and buying at wholesale so you need to be qualified as a reseller of goods.
- 4) Request the App invite and add the TCR app to your store. Please include your store's Shopify domain. We will create a unique secure link to the app. This is found in your Shopify's home page < Settings, <Domain and it is the address that ends in .myshopify.com. The app is hosted in Shopify's App Store but is available by invite only.



Temecula Coffee Roasters Next Steps Guide to Start Drop Shipping

- 5) Carefully follow the Quick Start Guide to set up your store. You create your unique content and use the SKU creator to 'connect' your store to our automatic fulfillment process.
- 6) Use the Label Guide (you get this with step 4) to create your custom labels. All labels must be compliant with the FDA requirements and our print requirements and should be a reflection of your brand message - we recommend not creating labels until after you have completed steps 1-5. Don't be caught in the trap of trying to make your branding fit your package/logo. Every product you sell must have an approved label assigned .
- 7) Soft launch your store.
- 8) Run a test order.
- 9) Send a request for one of our marketing team to review your site and make suggestions - totally optional but recommended.
- 10) Schedule your Friends and Family event, order your products and test your branding, product and website with people you know who want you to succeed. Get pictures, reviews and feedback. Optional but highly recommended. Use feedback to finalize your store and LAUNCH!

We will forward additional details in the App Quick Start Guide once you are accepted into the program.

We very intentionally do not have 'customer service agents'. We treat all of our partners like partners. When you send a question it is answered in real time by your production department, coffee roaster, marketing or compliance team as best fits the question. All questions go to coffee@temeculacoffeeroasters.com unless they pertain to a specific order. Staff is available business days from 07:00-3:30 Pacific time and almost always respond the same business day.