



ONLINE SHOP OVERVIEW



Does your athletics club need world class sportswear, delivered in a timely fashion?

Look no further than **Kukri Sports**.

WHY KUKRI?

Quite simply, we make ordering kit easy.

We understand the importance of having a unified look when representing your club & country.

Our online shop platform gives clubs the opportunity to have their very own microsite which takes care of the whole ordering process for you.

From our sales team to our experienced customer service team, we offer all the support you need to ensure your club receives world class sportswear.

TEAM VS CLUB SHOP

Kukri allows individual athletics clubs to **create their very own microsite.**

There are two types of online shop available, **Team Shops** and **Club Shops**.

A '**Team Shop**' is ideal for athletics clubs who want to purely order/personalise current stock range items and not order bespoke garments.

[CLICK HERE FOR CURRENT CUSTOMER EXAMPLE](#)

A '**Club Shop**' is ideal for athletics clubs who want to offer a bespoke range to their members.

[CLICK HERE FOR CURRENT CUSTOMER EXAMPLE](#)

TEAM SHOPS EXPLAINED

- You can personalise your chosen stock products by adding logos, names and numbers.
- Single customer orders possible.
- You can compliment your kit by selecting stock products to add to your kit bag. Your team shop will take away the hassle of collecting your club's sizes and money. It's also online and open 365 days a year.
- With a fast turnaround, personalised garments are delivered within 15-20 working days. 'Off the shelf' stock items (not personalised) will be delivered in 48 hours.

CLUB SHOPS EXPLAINED

- It will take away the hassle of collecting your club's sizes and money.
- Single customer orders possible.
- Limited opening periods apply. For example, school shops open/close so they can achieve delivery in September.
- Minimum order quantities must be met on all club shops. For example, MOQ of 10 on UK and China products. If the MOQ is not met, the club must make up the difference or the lines will be cancelled and refunded.

Bespoke delivery timings are also different. Please see below:

STANDARD

13 WEEKS

Available on all bespoke garments manufactured in our China factory

EXPRESS

8 WEEKS

Available on all bespoke garments manufactured in our China factory

MADE IN THE UK

4 WEEKS

Available on all bespoke sublimated garments produced in our UK factory

USER ACCESS

The screenshot shows the Kukri Sports website's 'Teamshop' interface. At the top, there is a navigation bar with the Kukri logo, menu items 'Design your own', 'Off the shelf', and 'Team shops', a search bar, and a shopping cart icon showing '£0.00'. Below the navigation bar, the 'Teamshop' title is displayed with a teal underline. A search prompt 'Shop Search - Enter partial shop string:' is followed by a search input field containing 'Taunton Athletics Club'. Two teal buttons are visible: 'Display Shop' and 'Create your own teamshop'. Below these are four grey boxes with white text, each describing a benefit: 'Complement your kit' (Select stock products to add to your kit bag.), 'Personalised products' (Your team can get their name and number printed on their kit.), 'Fast turnaround' (Personalised stock products delivered within 20 working days), and 'No Hassle' (Take away the worry and effort of collecting your teams sizes and money.).

- Your team/club shop is accessed securely through the Kukri Sports website.
- The shop can be private and password protected.

SHOP REQUEST PROCESS

To request a shop to be set-up, you simply just have to **email us** and our team will be **on hand to help**.

The relevant contact details are below.

contact@kukrisports.com



SUMMARY

- Clubs can have their very own **microsite**.
- Single customer order capability – club members can **pick and choose** what they order (in what quantity) at any given time. The online shop is open **365 days a year**.
- The online shop platform makes the kit ordering process **hassle free** for athletics clubs. It takes away the manual process of collecting sizes and money.
- Your microsite can be made **private**, only members who have the password can access the online shop to purchase kit.
- Clubs have access to our **leisure and training bundles offers** – *See next slide for more information.*

If you have any questions on the ordering & shop set-up process, please call the team on 01772 338899.

