

4 April 2020 - Business Information Sheet 4

1. **ShopAppy Information**
2. **'Time to Market' Flowchart & Marketing Calls**
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4. **Business Lockdown Checklist**

1. ShopAppy Information

Following the information shared on the 2 April Conference Call, here's how to join ShopAppy - the online shop facility which enables sales to the local community if you don't already have an online presence or wish to compliment your existing local web presence. During this crisis, they are offering free registration with no obligation to continue in the future. The only cost is the usual card transaction fee and those involved will need to organise delivery of products - which could perhaps be arranged as a group. Both we and ShopAppy are happy to help facilitate set up of local delivery support adhering to social distancing guidelines and advice if desired. We suggest looking at delivery options once businesses are set up to avoid any delays.

If you are interested but weren't on the call, please don't hesitate to ask us for more details

For those happy to move forward, please follow the joining instructions below and Grace Newman from ShopAppy will call you to confirm details and approve the registration. Grace is very capable, fast and efficient and we are always here to help or resolve any issues.

Gordon at gordonmacpherson@theretailer.co.uk or 07850 773274

Lesley at lesley@malmesburymarketing.com or 07836 575498

How to Register, go to <https://shopappy.com/umicrosite/vendor/register/>
<https://shopappy.com/>

Grace at hello@shopappy.com or 07857125183

This initiative is not restricted to retail and other business are welcome to sell their services. This could be insurance or accounting services as examples.

2. 'Time to Market' Flowchart & Marketing Calls

Attached to the email with this bulletin is the 'Time to Market' flowchart we ran through on the call. This is designed to help retailers and businesses navigate decision making through the crisis and consider plans to re-emerge stronger when this is over. If you have any questions or thoughts on this or other marketing topics you would like covered please let us

know. You will also shortly receive an email inviting you to a virtual Marketing training session.

3. 1 to 1 Calls Available for Operations, Finance & Marketing

Free one to one calls are available with Gordon, Lesley & David for any Operations, Finance or Marketing queries at any time:

- Gordon MacPherson gordonmacpherson@theretailer.co.uk 07850 773274
- Lesley Wood lesley@malmesburymarketing.com 07836 575498
- David Mitchell david.mitchell@dna-rb.com 07768 724047

4. Business Lockdown Checklist

Also attached to the email with this bulletin is a very helpful Business Lockdown Checklist. Our thanks go to Emily Hepworth at Persephone Violet for contributing to this.

Malmesbury Town Team does not offer financial, legal or tax advice and cannot accept responsibility for decisions taken by any business. We recommend official government websites are used to validate information.