

Farm Business Information for Membership to mitchellgrown.com

The information you provide here is important, as it will be used to set up your store page and prepare it for you to operate it. If you have any questions or need help, please e-mail jeremy_delisle@ncsu.edu and I'll get right back to you.

I. Farm Information

Your Name:

Business Name:

Business Address:

Street/Road Address (if different from your business address):

City:

State:

Zip Code:

Telephone Number:

Cell Number:

Fax:

Email Address:

Website (if you have a site other than the one we are developing):

Operating Hours:

Closed Dates (optional):

Sell At Farmer's Markets (check all that apply):

Bakersville

Spruce Pine

Special Promotions (anything you'd like to feature online):

Special Sales Dates:

Products/Services Offered:

II. Graphics

In order to make your storefront on the Mitchell grown website your own, I need any/all of the following items e-mailed to me:

- Logos (color is preferred, but I will use anything you send me)
- Photos of your business, especially any photos featuring customers with your products
- Any color scheme that you associate with your business (for example, maybe you use autumn gold and red on your advertising materials. We would then use those colors in designing your website)
- Any other photos/drawings/illustrations you use in promoting your business

III. Store Policies

Most online businesses publish their returns policies and other business procedures. Here are some basic questions I have about your business. Feel free to send any information over and above my requests for inclusion on your site.

How do you take payment (i.e. cash, checks, credit cards, PayPal, etc.)?

Do you have a guarantee for your products? If so, what is it?

Do you have a returns policy for defective products?

Do you ship products? If so, what is the procedure (i.e. additional shipping costs, carriers that you use for delivery of your products, shipping insurance, etc.)?

Any other special policies that you have for your business that you would like included on the site?

IV. Products

I need a listing of each product you would like included in the store. If you can group your products by common elements, that would be most helpful to me and to our website search engine.

Also, a photo of each product would be greatly appreciated!

I need to know the following:

- Product number (if you have one)
- Product name
- Product description
- Product size (i.e. 1 pound bag, etc.)
- Product cost
- Discounts that apply for multiple purchases
- Special pricing for product combinations
- Any other information about each product that needs to be included (i.e. variations or options available with the product, etc.)

This information will be used to complete the setup of your store. You will then receive a training session on how to take care of it and it will be turned over to you to maintain.

V. Other Information

Visitors to websites often make decisions on purchasing based on special information about the business or its products. Do you have a unique story to tell, or some special award you or your business has received? Do you have a Facebook friend page? Do you use Twitter? Any story or special connection you can make with your visitors would be most useful to your store. Please include this information with your submission to me.

VI. Additional information