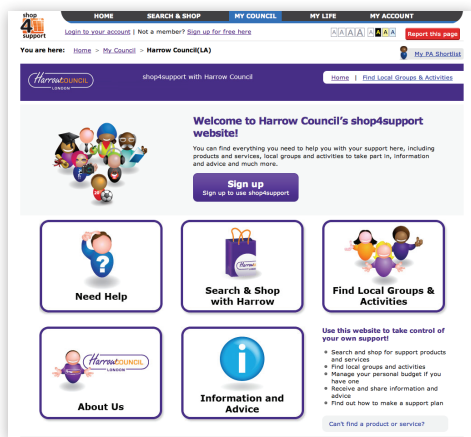




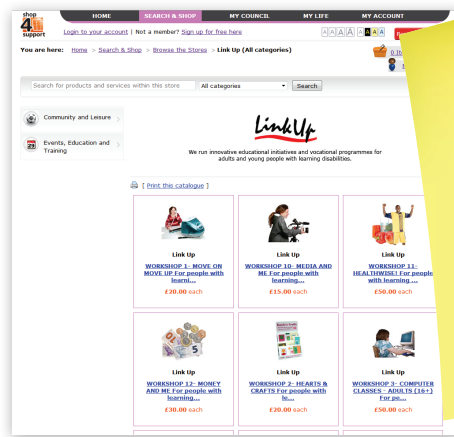
Information for Providers

shop4support is the leading national eMarketplace for social care, enabling people to look for and buy products and services. shop4support is working with many local councils to develop and launch local eMarketplaces, in which case, they will encourage you to get involved.

Even if your local council isn't on board yet, you can still get involved. This leaflet tells you how...



A typical local authority on shop4support



An example of a provider store on shop4support

Are you a community or voluntary organisation?

There is a dedicated place in shop4support for organisations that provide free or nominal cost support or services to people... and the good news is that it is a lot simpler to setup and is totally free. You can still follow the five-step set-up process overleaf but it is much quicker!

Features

Depending on the kind of store you choose, features include:

- ✓ Your own homepage, to help you connect with your customers, linking to catalogues in which to market your products and services
- ✓ Your own URL to drive customers directly to your store
- ✓ Integration with your own website, financial or case management system should you have them
- ✓ Use of shop4support's branding within your own marketing literature
- ✓ A full support infrastructure, with a dedicated Account Manager and telephone helpline
- ✓ Any branches you may have in different geographical locations can be mirrored online, within your store;
- ✓ Personalised catalogues and product pricing, according to your branches, is also available
- ✓ Pricing can be tailored to individual customers, allowing for agreed negotiated prices
- ✓ You can choose from a range of payment options, both online and offline, using cheques, cash, credit or debit cards or PayPal
- ✓ Automated and paperless ordering, receipting and invoicing results in a significant reduction in invoice queries, administrative time and costs
- ✓ Automated debtor management, improving your cash flow by a potential 50%

Benefits

As a provider, the shop4support platform will bring you the following benefits:

- ✓ Your own online store
- ✓ Access to new markets – such as self-funders & personal budget holders and other areas & regions
- ✓ Easy communication and transactions with new and existing customers
- ✓ Save money and time with automated invoicing and more
- ✓ Ongoing support and assistance
- ✓ You can get started for free, with no set-up or ongoing subscription costs
- ✓ Ongoing cost is a low-risk, self-financing 'pay-as-you-go' transaction fee model

The transaction fee is paid by providers as they are a major beneficiary of the platform and the service provided by shop4support. In order to create a level playing field, it has been set at a flat rate of 2.5% of sales value in respect of self-funders and recipients of cash personal budget holders. This is very low compared to alternative models and is based on an efficiency model that quantifies the benefits of the platform and the service.

Get Going! The Set-up Process

There are five simple steps to getting set-up, and there is help on-hand throughout the process...

- ✓ **Step 1:** register your interest. This will only take one minute, and one of the shop4support team will then get in touch with you to help you through the process. To register your interest, go to www.shop4support.com and click on the "sign up" button
- ✓ **Step 2:** You will receive an email from shop4support, which will include a template for you to complete and instructions on how to complete it
- ✓ **Step 3:** Once you have completed the template, return it via email to shop4support
- ✓ **Step 4:** shop4support will load the content, so you can check it and refine it if necessary. Alongside this, we will include you in any relevant local eMarketplaces
- ✓ **Step 5:** Your store and or information 'goes live' on the shop4support site, and you will receive instructions on how to start trading

What is shop4support?



shop4support was created when In Control, the national charity and pioneer of self-directed support, came up with the idea of using the internet to help people needing support find and buy care products and services more easily.

The shop4support website operates on a national basis, but each local authority can create their own 'local' eMarketplace within the site.

How does it work?

Once your store is set-up, you will have a new, exciting marketing channel. However, you will also receive your own log-in details and will have a new way of doing business:-



Need more information?

1. There's lots of information at www.shop4support.com, including a leaflet about how to get the most out of your store when you set it up
2. If you have an enquiry, you can email info@shop4support.com or call 01942 614 088