

Case Study: Viv's Vintage Wear

Background about the Company

Viv's Vintage Wear is a clothing company which sells a comprehensive range of second-hand, vintage, and vintage style clothing sourced from around the world; including clothing, shoes, jewelry, bags and other accessories.

Viv started the business back in the 1980s when he was a punk and had a passion for customising his own clothes, which were usually second-hand and mostly bought from small vintage boutique shops around the UK. Viv's passion for all things vintage has certainly not waned over the years and he has built the business up from one small back street shop in Preston, Lancashire, to currently having 20 store locations nationwide.

Mailing List

Viv's has a mailing list which is made up of customers who opted in to 'hearing from Viv's about its latest products, services, special offers and promotions', when they purchased items in a store. Customers can opt in to receive promotional mail via postal mail, email, or both.

Email

Email information may include new product information, products that are currently on offer (e.g. 30% off selected footwear) and promotions (e.g. Gift your Old Gear for a 15% discount).

Mail

They produce two brochures each year, Spring/Summer, and Autumn/Winter, which contain details of some of their 'vintage style' products. Included with the brochure is a £10 gift card as an incentive to draw customers into the shop.

Gift Your Old Gear Scheme

Customers can take their old clothing to a Viv's store. They accept any brand and any clothing type, as long as it's in good usable condition. These are donated to a charity, and as a thank you, customers will receive 15% off their next Viv's purchase.

Over the past few years Viv's customers have helped contribute to over 650 beneficiaries with over 100,000 individual items generously donated to the Gift Your Old Gear scheme.

The 15% off offer can be used against a full price purchase made the same day as a qualifying Gift Your Old Gear donation. The discount is per transaction and is not based on number of items donated. The discount cannot be used to buy gift cards or in conjunction with any other offer.

Purchasing Goods

When a customer takes the items they want to purchase to the till area the Sales Assistant asks if they would like to join the mailing list. If the customer agrees, the Assistant takes their name and address, email address, and preferred mailing options, and records it in the Mailing List Spreadsheet.

If they have a £10 discount card, the customer presents it, and the amount is deducted from the total. The card is retained by the Sales Assistant and filed away in the office at the end of the day for auditing purposes. The payment for the goods is then made with cash or card.

If the customer has a gift card, they present this at the point of purchase. The items are scanned into the EPOS system and the card is swiped through the card reader on the till. The amount is deducted from the total sale. The card is returned to the customer and any remaining balance is paid.

If a customer wants an item that is not in store the sales assistant can check on the EPOS system to see if it is available in one of the other stores. If it is in stock at another store the item can be ordered and delivered to the store for free, or to the customer's home address for a postage fee.

If the customer brings in suitable items for the Gift Your Old Gear scheme the Sales Assistant just 'clicks' the Gift Your Old Gear button on the EPOS display and the 15% is automatically deducted (the discount may not be used to buy gift cards or in conjunction with any other offer).

Returning Goods

Goods purchased can be returned to any of the shops regardless of where they were bought. Items must have a valid receipt (less than 28 days old), be in an unused state, and still have all tags/labels attached. During a refund the Sales Assistant inspects the goods and issues a refund via the payment method that was used to buy the goods. If the receipt is missing but the goods still have their tags attached the store issues a gift card to the value of the items being returned.