

In-Store / Remote Ecommerce Playbook

Turn every charity shop into an online revenue stream — using the volunteers, staff and space you already have.

ANNUAL REVENUE OPPORTUNITY PER SHOP

~£12K

FROM ~2HRS/WEEK

WHAT IS IT?

In-Store Ecommerce Explained

In-store ecommerce means shop staff or volunteers photograph, list and dispatch items online *directly from their shops* — no central warehouse required.

Staff only need take photos → Listing Monster AI's all-in-one platform handles everything else:

- Identifies suitable items for online vs shop floor
- Creates high quality listings
- Edits photos
- Pricing research
- Manages live listings (including relisting and repricing) to turn listings into sales.
- Print shipping labels directly from Listing Monster or your existing Royal Mail account.

Instore is one of the most cost-efficient ways to scale online income because it uses existing people, space, and resources.

THE OPPORTUNITY

Why Now?

HISTORICAL HURDLES

- ✓ **Training & coordination** — complex to deploy across distributed shop networks
- ✓ **Inconsistent output quality** — variable listings depending on individual staff knowledge
- ✓ **Low throughput** — limited staff time made meaningful volume hard to achieve
- ✓ **Shipping complexity** — label printing and despatch hard to manage from shops

LISTING MONSTER SOLVES THESE PROBLEMS

- ✓ **Proven rollout playbook** — stress-tested across 60 customers from regional hospices to large nationals
- ✓ **Accessible & fast** — staff or volunteers take a photo, AI does the rest. No expertise needed. 20 listings/week in under 2 hrs, mostly volunteer-led
- ✓ **One system, end to end** — stock selection, listing, listing management and shipping all in one place

<p>4% of charity stock sold online — yet 15% is suitable</p>	<p>4x higher ASP online vs in-store. Private resellers already exploit this gap.</p>	<p>£500m foregone income across the sector every year</p>	<p>In-store listing — using volunteers and space you already have — is the most cost-efficient way to capture that value.</p>
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ROLLOUT PROCESS · LM TEAM HANDLES ALL SETUP, TRAINING & CONFIG

Full Rollout in 5 Simple Stages



<p>PREREQUISITES</p> <ul style="list-style-type: none"> ✓ 1 central Ecom Coordinator ✓ Phones/tablets in pilot shops ✓ Decent WiFi or mobile data ✓ Printer in pilot shop 	<p>LM HANDLES</p> <ul style="list-style-type: none"> ✓ Full account config ✓ Pilot training sessions ✓ Train-the-trainer sessions ✓ Video resources & guides 	<p>DRIVING ADOPTION</p> <ul style="list-style-type: none"> ✓ Online sales targets, credit shop P&L ✓ Share weekly leaderboards ✓ Prizes for performers, share wins ✓ Track & follow up laggards 	<p>THE "HUMP" INSIGHT</p> <p>Shops have initial resistance. Get them listing at good volume for just 2 weeks and it clicks — it starts to feel natural and they get excited.</p>
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SHOP ENGAGEMENT PLAYBOOK

Get to "Lightbulb" Moments Fast

Two realisations change everything. Get shops there quickly:

- 💡 **Lightbulb #1 — "This is easy"**
20 listings in under 2 hours. Most of it done by volunteers. No product knowledge needed. Just take a photo.
- 💡 **Lightbulb #2 — "Look at that price"**
The same item they'd sell for £10 in-store fetches £40+ online. That's income their shop would never otherwise see.
- ✓ Monitor listings per shop weekly — follow up slow adopters early
- ✓ Share leaderboards & celebrate top performers
- ✓ Prizes create friendly competition and momentum

PROVEN RESULTS

Across Our Network

60+ customers — from regional hospices to large nationals

<p>20 Listings per week per shop</p>	<p>60% Sell-through rate</p>	<p>£20 Average selling price</p>
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"I wouldn't have got that money if I'd sold it in-store."
— CHARITY SHOP MANAGER, 80-SHOP NATIONAL RETAILER

WHAT COULD YOUR CHARITY EARN?

Your Revenue Opportunity

Number of shops × **£12,000** = annual online income opportunity

30-shop charity → ~£360k/year
20 listings/week/shop (mostly volunteer-led) in <2 hrs · 60% sell-through · £20 avg price

- ✓ No significant investment or cost increase
- ✓ Retail sales continue to grow in tandem
- ✓ 4x higher prices for your good stock