

## **Frequently Asked Questions**

### **1) "Who are you?"**

We are Cleopatra's Closet. Our goal is to provide quality merchandise to the belly dance community at an affordable price. In addition, we hope to become a center for the dance community. We welcome your suggestions and advice.

### **2) "Why should we trust you with our items?"**

Our company was founded by Nimeera, a professional belly dance performer and instructor of over ten years. We understand your needs. We understand how to care for the props and costumes we sell. Please feel free to share any concerns you may have. We are here to listen and work with you.

### **3) "Why are you doing this?"**

We've been in business for over seven years now vending at events and online. We've done quite well, but continually hear from customers that they are particularly interested in being able to come visit our store in person. We've also seen a need for a consignment shop for belly dancers. We hope you like our service.

### **4) "What kind of items are you going to include?"**

Anything and everything that belly dancers would be interested in. Use your imagination. We are open to suggestions.

### **5) "Can I put business cards with my items?"**

Absolutely. One benefit to you of participating, beyond the money, is the exposure you will receive. If you want people to be able to contact you directly, we will facilitate that. Sometimes the name of the original owner will add to the marketability of an item. If you do not want people to be able to contact you directly, we will keep your identity private.

### **6) "Why do I need an appointment to drop off or pick up items?"**

We want to make sure the appropriate person is available to meet with you, and may need time to inventory your things either before or after normal business hours.

### **7) "Why would you remove my items from your store?"**

Well, ultimately, we are interested in the success of this store. If we are unable to sell your things at the price you have set for them, and you are unwilling to lower or adjust the price, we will need to remove them to make room for the things that are selling well. If we do remove your things from display, we will notify you immediately so you can make arrangements to pick them up and sell them somewhere else.

### **8) "I don't know what price to put on my items. How do I figure this out?"**

We will be glad to help. We will also give you feedback as to whether we think your prices are too low or too high.

### **10) "Why are you taking a commission off of the sale?"**

Well, we are providing the space, the staff, and all wrapping and bags. Commercial space and labor is expensive. Typically in retail we would attempt to double or more than double the wholesale cost of the piece, meaning we would keep 50-70% of the selling price to cover our costs and make a small profit. In this case since we will not have to take a loss on unsold inventory, we will be able to simply return it to you. We believe we can cover our costs and make a small profit taking only small fraction of the retail sales price.

### **11) "Why are you closed during the day on weekdays?"**

We've arranged our start-up hours around the times that most of our customers would be coming to our shop. As our business expands, we intend to extend our open hours.

### **12) "How can I help?"**

Talk it up to your friends and family, encourage them to visit or put their work on consignment as well. Anyone you know who's visiting the area should be encouraged to stop in and see the place, or to participate. If you want to volunteer to come in to do a demonstration or help sell your work on a holiday or busy weekend we would love to give that a try.