



ST. MACRINA ONLINE INFORMATION MANUAL

POLICY AND STRATEGY GUIDE

IMPLEMENTED ON AUGUST 30, 2021
TO BE REVIEWED AND UPDATED: MARCH 8, 2022



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Product

WHO WE ARE

St. Macrina Store is a Ukrainian Catholic store that sells a variety of Eastern Catholic products located in the Pastoral Centre. We have both a brick-and-mortar location and an online store. We distribute products to individuals, parishes, and eparchies. This initiative is coordinated by the Religious Education Ministry of the Edmonton Eparchy.

MISSION STATEMENT

St Macrina's Store was created to get religious education resources and materials into the pockets and minds of everyday Ukrainian Catholics. The store was created to solve the problem of the lack of Ukrainian Catholic and Eastern Christian resources specifically.

SOCIAL MISSION

The main selling point of St. Macrina Store is to have peace of mind knowing that all profits are re-directed to Religious Education. We will use an emotional appeal focus that promotes product purchases despite carrying a price premium to the market standard.

WHOSE OUR TARGET AUDIENCE?

The audience we cater to is Ukrainian Catholics in Canada. We serve Ukrainian Catholic parishes, individuals, and eparchies in Canada and will only list Eastern Christian products that will serve these audiences.

HOW TO EVALUATE IF WE SHOULD LIST A PRODUCT

The first indication, if the product should be listed, is popularity. If an item is frequently bought in-store or requested over the phone this is the first indicator that we can list the item. We will focus on the quality of products, not quantity.

- Every product listed online must come with a set of guidelines and requirements outlined in the product section.
- Seasonal/special products that appear once in a while are required to be listed a minimum of one month before the event, if this is not done, it will not be listed. They must also come with a special promotional campaign to promote the update. If there is no promotional campaign, they will not be listed.
- We will not list products that are easy to find in other stores and pricing must be competitive.
- If our retail price is 30% above market standard, we will not list the product. Market research must be conducted to list a product.
- All products must be Eastern Christian specific.

WHAT TO DO IF A PRODUCT DOESN'T SELL?

To ensure we are supplying the needs of the market, we must evaluate all listed products and their sales. Every 6 months we will have a status updated. We will record green zone products (high demand products) and red zone products (low sale products). If a product receives zero interest (no product views, no purchases) we will promote this product using social media and mailing lists. If it continues to not sell for 8 months, the product will be de-listed and listed as a 'red zone' product of low demand for inventory tracking purposes. This product may then be distributed amongst parishes or kept in regular store stock.

Product: Listing Requirement

LISTING LOSS LEADERS

A maximum of 30% of the online store is allowed to be loss leaders, products which we will never break even on or have under 10% margins. These listed products will not be allowed to replenish inventory. These products will only be listed for a maximum of one year and will be taken off the website and replaced with other inventory loss leaders. A focus of our website will be to encourage inventory to be sold and not restocked.

PRODUCT PHOTOS AND VIDEOS

Product photos will be taken of products that have high sales. These product photos must be photos of the product 'in use'. Therefore, books will be taken surrounded by other books and icons surrounded by other icons. 60 seconds or less videos will be created for high sale items as a unique way to promote and encourage sales of products.

INFORMATION NEEDED FOR EVERY PRODUCT

1. Product name
2. Product selling cost - How much we are selling the item for
3. Number of items we currently have in stock
4. Weight (in kg) + 20 grams (to offset average packaging weight)
5. Item dimensions - Length, width, height (Input in that order)
6. Number of pages (if it's a book)
7. Type of cover - Soft or hard (if it's a book)
8. Publish Date - Optional
9. Product's short description - The elevator pitch or hook for the item. A couple of sentences only. Meant to grab the viewer's attention and create interest in the product.
10. Products long description - A basic summary of the item and what it entails.
11. Product images - The first should be an ordinary frontal view of the image which will be the cover photo for the item so it's easily recognizable. Any additional images can be added under the gallery view. These secondary photos will 'show off' more of the product in a more nice and relatable setting.

Product: Eparchial Print Plan

HOW TO GET PRE-SALES: TIPS AND TRICKS

1. **Phone** eparchies, parishes, schools, organizations, and any known individuals who may be interested or has the influence to help spread the word. Get organizations signed up to purchase books in case quantities. The initial focus of a pre-sales plan should be getting sales in case quantities with organizations.
2. **Plan special pre-order pricing**
3. **Create a Teaser Excerpt to Build Excitement** - share an excerpt. If you're having them buy the book on pre-order, then give them the first chapter or few to really get them excited!
4. **Do a Cover Reveal to Get People Excited**
5. **Update Your Social Images** - Be sure you're updating your website and social media headers to represent the new book, promote the cover, the pre-order dates, and especially any pre-order pricing.
6. **Run a Branded Contest** - Eg. ask people to follow a blog, comment on the post with the "rules" to be entered, and share a post of your book release announcement.
7. **Write about the upcoming novel on the newsletter**
8. **Pre-sales on the website:** Have a page where individual retail customers can sign-up to pre-purchase a book.

HOW TO SELECT RIGHT AMOUNT OF INVENTORY

Always use pre-sales as a way to determine the quantity to order. The pre-sale period will last 6 months ahead of inventory acquisition time. After these 6 months, it may take 2 months or more for the book orders, printing, shipping, and organizing setup will take around 2 months. Keep this factor in mind ahead of the release date. Confirm one last time with major purchasers of the quantity they wish to purchase before making the total order.

Our pre-order sales should be 30% of our total stock ordered. For example, at the end of the 6 month period say we have 1,000 books on pre-order, then our order quantity would be 3,000. This number can be adjusted based on estimated initial sales if it should be more or less.

We are to aim for 30% initial sales which is the immediate period after the novel's release date and all leftover is to be held as regular stock. This initial sales period is marked by the first initial months of large sales.

Remainder inventory could be 40%. This remainder inventory should last no longer than 5 years to sell and is to be kept on hand and sold in the 5 year period.

Pricing

COGS: PARCEL SHIPPING VS DOCUMENT SHIPPING

Acquisition costs, shipping costs, labor costs, packaging, accounting, inventory management, transaction fees, advertising, and many other factors that are directly or indirectly related to the selling must be totaled and factored in our retail cost.

Parcel shipping is for those larger items that are too big to be sent out through the community mailbox must be delivered to the post office. The cost of any goods that must use this method of shipping is higher as it will take longer for the employee to package and ship the item. Additionally, the cost of using boxes is higher than the mailers especially when there's the minimum quantity of books in a given box. Because of their size, document shipping is easier, quicker, and cheaper. Once an item is properly packaged, an employee will place it in the outgoing box of the community mailbox located outside of our front doors.

OUR TAX POLICY

According to the CFIB, "... [In Canada] you charge the taxes of the jurisdiction where the product ends up." Also according to Indigo, who specializes in global book distribution, "Books shipped to a Canadian address are subject to GST but not PST. In provinces with HST, only the GST portion is applied, with the exception of Newfoundland, which does charge full HST for books."

For international book orders, only the countries tax fee is charged on general orders under \$800 CAD with no duty fee. On other items, such as CD, there is an additional Duty fee which depends on the final total sales amount of the package. To determine the tax and duty fees of a package you can go to <https://www.easyship.com/en-ca/duties-and-taxes-calculator/canada>. (After entering the info they "require an email address. Click the exit button off of that pop-up and the packages total will be calculated without needing to enter an email).

TARGET PROFIT LEVEL FOR RETAIL CUSTOMERS

In order for a small business bookstore to survive, the market standard is having 40% margins of the gross cost. In the current state, this is not possible. We instead will increase prices on the current books in order to become a sustainable organization that does not carry a net loss. For retail customers, **all new inventory purchased must have a minimum of 25% profit margin**. Current inventory is not allowed to sell under 10% margins unless it is considered a loss leader.

MINIMUM BULK ORDER QUANTITY AND DISCOUNT POLICY

The minimum order quantity will only apply to products we as an eparchy print. The promotion is 20 bulk order products (or a case of products) for 20% off the entire order. Products being sold in bulk must be approved as bulk order products.

HOW TO CALCULATE PRICE

To calculate the price, future products must be listed at a 25% margin to be listed. You must also consider if the product will be shipped in a parcel or document as they both carry different costs. Consider the direct costs of **packaging** (cost of mailer or box), **payment fees** (credit card machine transactions), and **wages** (the time it takes to ship a product from order to mailbox). Adding the indirect costs including **marketing** (cost of listing items, running a website, making promotions) and administration (accounting, inventory upkeep, store management) should also be considered. Our pricing strategy is not perfectly accurate, however, it will help assist us in making key decisions on whether or not we should purchase new inventory while considering the total costs of the store. Add the **product costs, direct costs, and overhead costs** you then have to calculate the selling price by adding a minimum of 25% margins to the total cost. To calculate

price after a 25% margin google "margin calculator" and use the Omni Calculator that appears.

Parcel Costs			
Direct Costs		Overhead Costs	
\$ 1.07	Packaging	\$ 0.40	Marketing
\$ 8.33	Wages	\$ 0.10	Administration
\$ 0.88	payment Fees		
Total Cost	\$ 10.78		

Document Costs			
Direct Costs		Overhead Costs	
\$ 0.36	Packaging	\$ 0.40	Marketing
\$ 2.00	Wages	\$ 0.10	Administration
\$ 0.88	payment Fees		
Total Cost	\$ 3.74		

Promotion

BRAND

We will be considered a sub-brand of the Edmonton Eparchy to have a zero cost of branding. We will use the same fonts, colours, logo of the Edmonton Eparchy to ensure a low costing brand strategy. A brand may be considered if the store becomes sustainable.



THANK-YOU CARDS

All product sales will include a personalized hand-written thank-you note for supporting St. Macrina's Store in order to make a memorable purchasing experience unique from other organizations.

THANK-YOU CARD EXAMPLE

Glory be to Jesus Christ,

We want to thank you for supporting our initiative. It means the world to us as your purchase helps to fund the Religious Education programming in Alberta!

May God continue to bless you and your family,

[Signature]

PIN GIVEAWAYS

The first 25 supporters of St. Macrina's Online store will receive a small pin as a gift to encourage usage of online and to capture the innovator's audience of product adoption. We may also use pins as occasional incentivization for increased purchasing.

ST. MACRINA FEAST DAY

St. Macrina Feast Day is July 19 and a strategy will be discussed every year on June 19th for a special promotional strategy. Discounts are not allowed to be applied until the store becomes sustainable. Special give-aways, promotional flyers about St. Macrina, special product listings may also be done on this day. If the strategy is not discussed before June 19th, there will be no special promotions.

PROMOTIONAL STRATEGY

We will only promote products listed both online and in the brick-and-mortar. Here is how we will promote:

- Social media photo and video posts that promote specific products listed online.
- Bishop's Mailing List contains the promotion of products listed online.
- A traditional print-off flyer listing the mission of St. Macrina Store and various products listed online will be used at Eparchial events and distributed to interested parishes.
- The possibility of digital advertising may be examined on high-margin products that are losing digital market share.
- Search Engine Optimization will be conducted on all product pages to attempt to be first ranked on Google search.
- Product sticker that says "Purchased from St. Macrina Store on eeparchy.com" on all online purchases.

FLYER INSERTS IN ORDERS

A smaller flyer promotional will be inserted on all products that include promotion of the Edmonton Eparchy's annual campaign. This will be done to increase awareness of Eparchial initiatives in Alberta and will be included on all orders regardless of shipping location. Other flyer inserts included could be a list of target eparchial events may also be included as well.

Positioning

WHERE WE SELL TO

We sell all of our online items anywhere in Canada and only approved bulk orders of 20 items or more internationally. Temporarily, for all domestic orders, we will ship any requested product. When reviewing our store strategy, we may choose only to ship our top sold products available for online purchase. After one year of reviewing our store strategy, we may phase out phone orders of products not listed online.

PHONE SCRIPT FOR DOMESTIC ORDERS

Hello, I would like to place an order.

Of course. Have you had the opportunity to view our online store?

No, I haven't.

It has all our books, icons, and other items that are currently available for shipping. We also offer in-store pickup here in Edmonton.

Ok, well I live in Saskatchewan.

That's perfect! If you want to take a look at our online collection all you have to do is type www.eeparchy.com/shop into Google.

Possible Response: I don't like computers they're evil.

Our online store can calculate shipping rates automatically for you without us needing to contact you. It also uses the safest and most secure transaction method we can offer. You can also view other products you may be interested in there.

Possible Response: I don't have a computer

I can take your order over the phone.

PHONE SCRIPT FOR ALBERTAN ORDERS

Hello, I was interested in buying one of your books.

Of course. Have you had the opportunity to view our online store?

Yes, I have.

Perfect. Along with the new update of our online store we also offer the option to purchase online with in-store pickup or shipping options. Our online store can calculate shipping rates automatically for you without us needing to contact you. It also uses the safest and most secure transaction method we can offer. You can also view other products you may be interested in there.

Ok, well can I still place an order through the phone?

Of course, however, we do appreciate having futures done online as this helps us keep orders all in one location. What product are you looking for and the location we would be shipping to?

Positioning Con't

PHONE SCRIPT FOR INTERNATIONAL ORDERS

Hello, I had some questions about ordering online.

Of course. Have you had the opportunity to view our online store?

No, I haven't.

It has all our books, icons, and other items that are currently available for shipping. We also offer in-store pickup here in Edmonton.

Do you do shipping to Switzerland?

Yes, we do. However, there is a minimum quantity of 20 items for all international orders outside of Canada.

Possible Response: Oh ok, so 20 of any items?

Yes. It doesn't have to be all the same item as long as there are at least 20 items in the order. Though, a 20 item order is our bulk order quantity which qualifies for our discount which is 20% off your entire order.

Possible Response: I'm only looking for one book though what the heck.

Because of our new store policy enacted on August 30, 2021, we can no longer ship small quantities internationally. International shipping has great complexities. We suggest contacting your local eparchy to see if they have the product in stock or would consider purchasing a bulk quantity for your local parishes which is a minimum order of 20 products for 20% off.

BYZANTINE CHURCH SUPPLIES - ANALYSIS

They are a distributor who purchases products from us in the United States and does a standard price markup. They have inactive social media accounts, e-commerce websites, and a brick-and-mortar store. All profits go towards St. Josaphat Ukrainian Seminary. The website was launched in 2020. This website is missing basic Search Engine Optimization and does not have a complete website.

AMAZON.COM - ANALYSIS

Individual sellers currently purchase stock and then list the products for sale on Amazon. Since these products are sold by individuals, the pricing is significantly higher than what we can offer and is very easily accessible to undercut popular Ukrainian Catholic products.

ANCIENT FAITH - ANALYSIS

We purchase products from Ancient Faith and then resell them. Given the current discounts given to our Eparchy, it is very difficult to list their products and maintain a sustainable organization.

SHEPTYTSKY INSTITUTE - ANALYSIS

The Institute is the only other online Ukrainian Catholic seller in Canada. They currently do not have a functional e-commerce website or the ability to directly purchase products online. We aim to be the only fully functional Canadian Ukrainian Catholic E-Commerce website.

Process: Shipping

WHEN TO USE PADDED MAILERS VS BOXES

- Boxes cost more to ship than bubble mailers, so try and use padded mailers when possible especially if it's one book.
- For smaller books like the Divine Liturgy book, you can fit up to three in one mailer before you have to upgrade to a box.
- Small icons can be shipped in a mailer.
- Larger icons and more than one icon have to be shipped using a box.
- Try to ship large quantities using only one size of box rather than sending two packages, this will help cut our shipping cost.

SENDING MAILERS IN MAILBOX OR POST OFFICE

Our current padded mailer size will fit the sizing requirements for the community mailbox. The weight is the number that will vary depending on the order. An order can weigh no more than 500g including the mailer to be placed in the mailbox. If the weight is over 500g then the order must be taken to the post office. For reference, the maximum size for sending through a mailbox is 38cm x 25.4cm.

HOW TO PACKAGE ICONS

First, wrap the icon two times over in stretch wrap before placing it in a padded mailer. Wrap three times if it's a part of an order that must go into a box. Fill any spaces between the edge of the icon(s) and the box with crumpled newspaper strips.

WHO WE SHIP WITH

We ship with Canada Post. With our online store, Canada Post automatically calculates estimated shipping costs which are handed down and paid for by the customer.

WHO WE ORDER SHIPPING SUPPLIES FROM

We gather most of our shipping supplied from Uline. This includes the padded mailers and boxes. The stretch wrap we purchase for Fastenal as we will go through little of the wrap and we don't need to buy in bulk with them.

We purchase three different variable boxes.

Product #	Inside Dimensions
S-4421	12x9x6,4,2
S-558	12.1/4x9.1/4x12,10,8,6
S-540	18x12x12,10,8,6

For smaller orders, we use a padded mailer. The model number for the size we get is S-21311 which is for smaller items and S-21313 for the larger books or multiple items.

The stretch wrap is bought through Fastenal with an item number of 584011. The dimensions are 15" x 1500' 70GA. One roll costs \$22.72 without tax.

ROLES AT ST. MACRINA STORE

These roles can all be done by one person or a variety of people.

Business Analyst: This position requires running, maintaining, and keeping the website updated. This individual runs the advertising strategy and creates the pricing for new inventory. They ensure loss leaders are sold as efficiently as possible.

Order Fulfillment: Person who takes orders, ships products, and responds to phones.

Store Manager: Individual who manages overall store strategy and processes, purchases inventory, and ensures store becomes a sustainable organization.

Accounting: Help organize inventory on Quickbooks and has access to Stripe and all relevant store accounts.

Process: Returns and Aquisition

LIST EVERYTIME EMAILS ARE SENT OUT AND WHAT THEY SAY AND HOW OUR BRAND CONTINUES TO EMAILS

Emails are sent out to customers when an order is on hold, processing orders, completed orders, and refunded orders. All emails are customized to fit our brand.

OUR ONLINE IN-STORE SHELF

The books will be organized on the shelf as inspired by Indigo with the top sellers having front covers lined up towards the viewer. We also will leave various copies of smaller sellers on the shelf also inspired by Indigo. We will use this shelf as our quick access for shipping out the inventory and will be restocked every Friday or when required.

OUR FUTURE INVENTORY PURCHASES

Note: Products must be Ukrainian Catholic-themed.

INVENTORY PURCHASE REQUIREMENTS DEFINITIONS

- **Pricing:** We will only purchase items we can sell for a 25% margin in a competitive market
- **Re-Order Point:** The quantity of inventory we must have in order to place a new order. An order should not be placed if our inventory levels are greater than the items' specific re-order point.
- **Minimum Order Quantity:** The smallest amount to order within one transaction.
- **Lead-Time:** The time it takes an order to arrive from the moment we place it.
- **Estimated Sales Period:** How long should inventory take to sell
- **Last Inventory Purchase Date:** When was inventory for the item last bought



Process: Return / Refund Policy

[HTTPS://EEPARCHY.COM/REFUND-POLICY/](https://eeparchy.com/refund-policy/)

Our policy lasts 15 days. If 15 days have gone by since your purchase, unfortunately, we can't offer you a refund or exchange.

To be eligible for a return, your item must be unused and in the same condition that you received it. It must also be in the original packaging.

To complete your return, we require a receipt or proof of purchase.

There are certain situations where only partial refunds are granted: (if applicable)

- * Book with obvious signs of use
- * CD, DVD, VHS tape, software, video game, cassette tape, or vinyl record that has been opened.
- * Any item not in its original condition, is damaged or missing parts for reasons not due to our error.

Once your return is received and inspected, we will send you an email to notify you that we have received your returned item. We will also notify you of the approval or rejection of your refund.

If you are approved, then your refund will be processed, and a credit will automatically be applied to your credit card or original method of payment, within a certain amount of days.

Late or missing refunds (if applicable)

If you haven't received a refund yet, first check your bank account again.

Then contact your credit card company, it may take some time before your refund is officially posted.

Next, contact your bank. There is often some processing time before a refund is posted.

If you've done all of this and you still have not received your refund yet, please contact us at chancery@edmontoneparchy.com.

Exchanges (if applicable)

We only replace items if they are defective or damaged. If you need to exchange it for the same item, send us an email at eeparchy@gmail.com and send your item to 9645 -108 Avenue, Edmonton, AB, T5H 1A3, Canada after contacting us.

You will be responsible for paying for your own shipping costs for returning your item. Shipping costs are non-refundable. If you receive a refund, the cost of return shipping will be deducted from your refund.

Depending on where you live, the time it may take for your exchanged product to reach you may vary.

If you are shipping an item over \$75, you should consider using a trackable shipping service or purchasing shipping insurance. We don't guarantee that we will receive your returned item.

Process: WooCommerce

HOW TO ADD A PRODUCT TO WOOCOMMERCE

1. Login to the Eparchy's website dashboard.
2. On the left of the screen, hover over the 'Products' tab. When the subcategory shows up, click on 'Add New Product'.
3. Add the product name then scroll down to the 'Product Data Section'.
4. Under the 'Product Data' section in the 'General' tab, enter the selling price. Leave the sale price empty. Make sure 'Tax Status' is 'Taxable' and 'Tax Class' is 'Standard'.

**** If a book is to be listed as both hard and softcover, then change the drop-down menu that says 'Simple Product' to 'Variable Product'.****

5. Under Inventory, check off 'Manage Stock' and 'Sold Individually'. Make sure stock status is 'In Stock'.

6. Under the 'Shipping Tab', insert the weight and dimensions of items.

(Skip the linked products tab.)

7. In 'Attributes', for books, go to the 'Custom Product Attribute' drop down and choose 'Cover type' then click add. A box will appear with another drop-down menu where you can choose hard or softcover.

[To add an attribute (something special about that product alone) make sure the drop-down menu says 'Custom Product Attribute' and click 'Add'. When the new box pops up, enter the name of the type of attribute in the name and a short description in values. For example Attribute name: Cover. Value: Softcover.]

****For books with both cover types, select both 'soft' and 'hardcover' in the box and make sure 'Used For Variations' is checked off or both variations won't be listed. [Shown in the last photo.]****

Make sure to hit save attributes afterward.

The image is a collage of three screenshots from the WooCommerce dashboard. The top screenshot shows the 'Products' menu with 'Add New Product' highlighted. The middle screenshot shows the 'Product Data' section for a 'Simple product' with fields for Regular price, Sale price, Tax status (Taxable), and Tax class (Standard). The bottom screenshot shows the 'Attributes' section for a 'Variable product' with a 'Cover Type' attribute set to 'Hard Cover' and 'Soft Cover'.

Process: WooCommerce Con't

8. **** For one item with multiple variations, there will be a 'Variations Tab'. Under the drop-down menu, go to 'Create Variations From All Attributes' then click 'Go' then 'Ok' from the popup box.

Click under the first attribute and insert the regular price for that version of the product. Make sure the weight and dimensions are correct. Repeat for the second attribute.

9. Under the 'Advanced Tab' change the menu order to 1. Then you're done with the product data.

10. Underneath the 'Product data' section is one called 'Short Description' where you enter in two or three short sentences about the product. This part is to grab viewers' attention and get them interested in purchasing this product.

11. Underneath is the 'Long Description', enter the summary of the item.

12. On the right side of the screen is a section labeled 'Product Image' where you upload a cover image of the book or photo of the item.

13. Underneath is the 'Product Gallery' where you upload other photos to show off the product more than just the frontal view.

14. Still on the right side is a section labeled 'Product Categories', here you will check off what kind of item it is.

15. Hit publish

HOW TO ACCESS ORDERS

1. Log in to the Eparchy's website dashboard.

2. On the left of the screen, hover over the WooCommerce tab and click orders.

The screenshot displays the WooCommerce product editor interface. At the top, there is a 'Add variation' dropdown menu and a 'Go' button. Below this, a message states: '2 variations do not have prices. Variations (and their attributes) that do not have prices will not be published.' A variation selector shows '#39413' and 'Hard Cover'. The main product image area features a placeholder icon and a row of checkboxes: 'Enabled' (checked), 'Downloadable', 'Virtual', and 'Manage stock?'. Below these are input fields for 'Regular price (\$)' and 'Variation price (required)'. The 'Stock status' is set to 'In stock'. The 'Product short description' section includes an 'Add Media' button, a 'Fields and Views' tab, and a rich text editor with a 'Paragraph' dropdown and various formatting icons. On the right sidebar, the 'Sharing' section has a 'Show sharing buttons' checkbox checked. Below it, the 'Product image' section has a 'Set product image' link. The 'Product gallery' section has an 'Add product gallery images' link. At the bottom left, there are 'Visual' and 'Text' tabs.

Process: Stripe

WHAT IS STRIPE?

Stripe is the payment gateway that has the ability to accept payment online and offline. Being the second-largest payment gateway in the world next to PayPal, it has well-developed security and modern features. You have the option to have custom solutions if you deal with larger transactions, however, we will only deal with the fee-free small transaction base offering. The pricing is identical to the top competitors. The program offers the most features and customizability in the industry and like PayPal, can integrate into almost every possible digital service as a payment gateway.

STRIPE FEES

- 2.9% + 30 cents per successful transaction.
- +0.6% for international cards, and +2% if currency conversion is required.
- 25 free invoices a month with 0.4% after that. Note that this pricing applies to one-time invoices only—recurring invoices or invoices generated via a subscription are part of Stripe Billing. This is applied on top of the regular transaction fees.

HOW TO ACCESS INVOICES

When at the homepage of Stripe, click the payment options and select 'Invoices' as an option for orders. This would be a good option for selling to organizations who prefer having invoices when doing bulk transactions.

HOW TO ACCESS QUOTES

When at the homepage of Stripe, click the payment options and select 'Quotes' as an option for orders. This would be a good option for only quoting on large orders of approved bulk products.

HOW TO ACCESS REPORTS

When at the homepage of Stripe, click on the 'Reports' section. This section contains reports on;

- Financial reports: Balance summary, balance change from activity, and payouts.
- Billing: Bill your customers' ad hoc with invoices or bill them on a recurring basis with subscriptions.
- Revenue recognition: Stripe Revenue Recognition simplifies accrual accounting so you can close your books quickly, accurately, and compliantly. It's currently only available to a subset of users. If you'd like to be notified when it's ready for you, please provide your information.

The Stripe homepage also contains summary reports.

Terms and Conditions

<https://eeparchy.com/terms-and-conditions/>

Terms and Conditions: Website Terms and Conditions of Use

1. Terms

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This will let the Ukrainian Catholic Episcopal Corporation of Western Canada to terminate upon violations of any of these restrictions. Upon termination, your viewing right will also be terminated and you should destroy any downloaded materials in your possession whether it is printed or electronic format. These Terms of Service have been created with the help of the Terms Of Service Generator.

3. Disclaimer

All the materials on the Ukrainian Catholic Episcopal Corporation of Western Canada's Website are provided "as is". Ukrainian Catholic Episcopal Corporation of Western Canada makes no warranties, may it be expressed or implied, therefore negates all other warranties. Furthermore, the Ukrainian Catholic Episcopal Corporation of Western Canada does not make any representations concerning the accuracy or reliability of the use of the materials on its Website or otherwise relating to such materials or any sites linked to this Website.

4. Limitations

Ukrainian Catholic Episcopal Corporation of Western Canada or its suppliers will not be held accountable for any damages that will arise with the use or inability to use the materials on Ukrainian Catholic Episcopal Corporation of Western Canada's Website, even if Ukrainian Catholic Episcopal Corporation of Western Canada or an authorized representative of this Website has been notified, orally or written, of the possibility of such damage. Some jurisdiction does not allow limitations on implied warranties or limitations of liability for incidental damages, these limitations may not apply to you.

Terms and Conditions Con't

<https://ceparchy.com/terms-and-conditions/>

5. Revisions and Errata

The materials appearing on the Ukrainian Catholic Episcopal Corporation of Western Canada's Website may include technical, typographical, or photographic errors. Ukrainian Catholic Episcopal Corporation of Western Canada will not promise that any of the materials in this Website are accurate, complete, or current. Ukrainian Catholic Episcopal Corporation of Western Canada may change the materials contained on its Website at any time without notice. Ukrainian Catholic Episcopal Corporation of Western Canada does not make any commitment to update the materials.

6. Links

Ukrainian Catholic Episcopal Corporation of Western Canada has not reviewed all of the sites linked to its Website and is not responsible for the contents of any such linked site. The presence of any link does not imply endorsement by the Ukrainian Catholic Episcopal Corporation of Western Canada of the site. The use of any linked website is at the user's own risk.

7. Site Terms of Use Modifications

Ukrainian Catholic Episcopal Corporation of Western Canada may revise these Terms of Use for its Website at any time without prior notice. By using this Website, you are agreeing to be bound by the current version of these Terms and Conditions of Use.

8. Your Privacy

Please read our Privacy Policy.

9. Governing Law

Any claim related to the Ukrainian Catholic Episcopal Corporation of Western Canada's Website shall be governed by the laws of ca without regards to its conflict of law provisions.

Privacy Policy

<https://eeparchy.com/e-commerce-privacy-policy/>

OUR PRIVACY POLICY

<https://eeparchy.com> Privacy Policy

Type of website: Ecommerce Effective date: 5th day of August, 2021

<https://eeparchy.com> (the "Site") is owned and operated by the Ukrainian catholic episcopal corporation of western Canada.

Ukrainian catholic episcopal corporation of western Canada can be contacted at:

chancery@edmontoneparchy.com

(780) 424-5496

9645 108 Ave NW, Edmonton, AB T5H 1A3

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected; 4. The rights of Site users; and
4. The Site's cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Site.

Consent

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy; and
2. The collection, use, and retention of the data listed in this Privacy Policy.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Data Collected Automatically

Page 1 of 5

When you visit and use our Site, we may automatically collect and store the following information:

1. Location;
2. Hardware and software details; 3. Clicked links; and
3. Content viewed.

Privacy Policy Con't

Data Collected Automatically

Page 1 of 5

When you visit and use our Site, we may automatically collect and store the following information:

1. Location;
2. Hardware and software details;
3. Clicked links; and
3. Content viewed.

Data Collected in a Non-Automatic Way

We may also collect the following data when you perform certain functions on our Site:

1. First and last name;
2. Email address;
3. Phone number;
4. Address;
5. Payment information; and
6. Autofill data.

This data may be collected using the following methods:

1. Purchasing a product.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

1. Statistics.

The data we collect when the user performs certain functions may be used for the following purposes:

1. For shipping information.

Who We Share Personal Data With

Employees

We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Third Parties

We may share user data with the following third parties:

1. Stripe.

Privacy Policy Con't

Third Parties

We may share user data with the following third parties:

- 1.Stripe.

We may share the following user data with third parties:

- 1.Payment information.

We may share user data with third parties for the following purposes:

- 1.Process payments.

Third parties will not be able to access user data beyond what is reasonably necessary to achieve the given purpose.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

- 1.If the law requires it;
- 2.If it is required for any legal proceeding;
- 3.To prove or protect our legal rights; and
- 4.To buyers or potential buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved.

You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

The Ukrainian catholic episcopal corporation of western Canada makes reasonable efforts to ensure that any personal information you provide is maintained in a secure environment. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. While we strive to protect your personal information, the Ukrainian catholic episcopal corporation of western Canada cannot warrant the security of any personal information you transmit to us or from our online services, and you do so at your own risk.

The Ukrainian catholic episcopal corporation of western Canada has implemented and maintains reasonable and appropriate security measures, procedures, and practices to protect against the loss and unauthorized access, use, modification, destruction, or disclosure of your personal information while it is in our custody or under our control.

Privacy Policy Con't

We also limit access to your personal information to those employees who have a business need to know.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Children

We do not knowingly collect or use personal data from children under 13 years of age. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact our privacy officer here:

Ben Windsor

Communications@eeparchy.com

Cookie Policy

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on our Site:

1. Analytical cookies

Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc; and

2. Targeting cookies

Targeting cookies collect data on how you use the Site and your preferences. This allows us to personalize the information you see on our Site for you.

Privacy Policy Con't

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you have any questions, concerns or complaints, you can contact our privacy officer, Ben Windsor, at:

Communications@eeparchy.com
