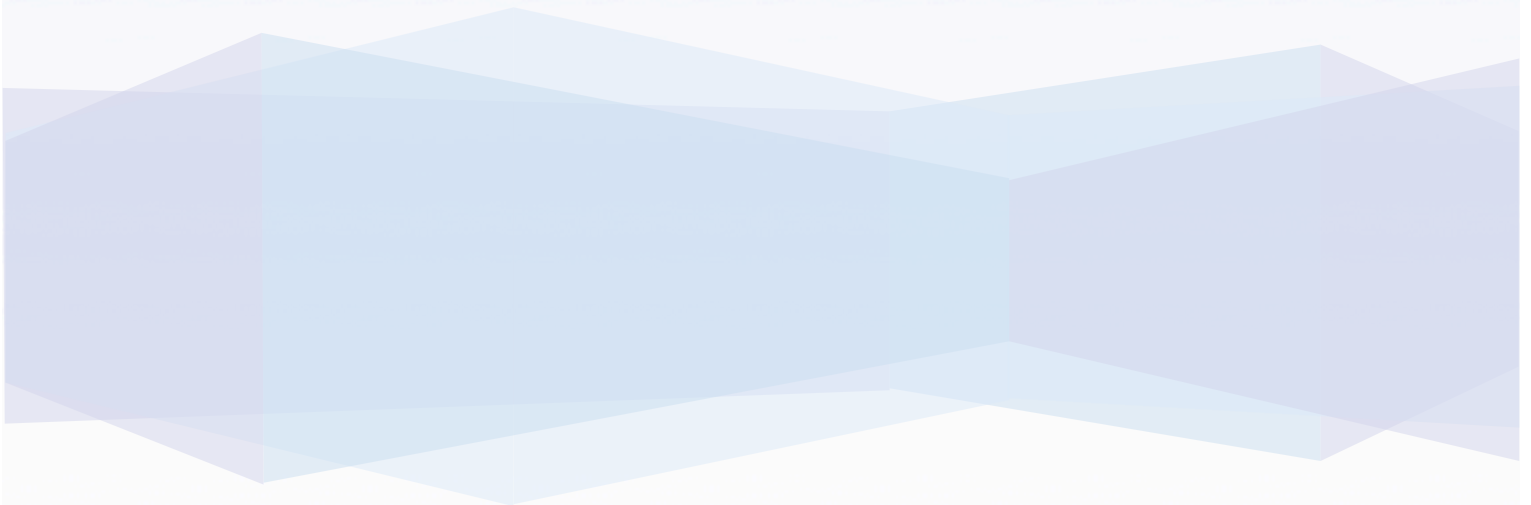


FAQ-

Virtual Dance Boutique™

Powered by [CostumeManager.com](https://www.CostumeManager.com)

by Paul Henderson



Frequently Asked Questions

- 1. What is Virtual Dance Boutique™?** Think, Vending Machine for dancewear, only this “machine” takes up zero square feet and you don’t ever need to buy inventory to stock it. You, the studio owner, will browse our database of over 50,000 products and “assign” products to a class or a “dress-code”. Determine your markup and the dancer’s retail price. Print a poster that our software automatically creates and stick it on the wall in your studio. Your dancers or their parents will use their mobile devices to access their products on the Costumemanager.com mobile app and purchase their goods. CostumeManger.com delivers the individually packaged goods to the studio for easy distribution and the studio receives their commission.
- 2. Does it cost anything to use Virtual Dance Boutique?**
No. Virtual Dance Boutique™ is a feature of CostumeManager.com. Both are free. In fact, CostumeManager.com actually pays you, the studio owner.
- 3. How is Virtual Dance Boutique™ different than other dance studio management software systems that manage product sales?** There is nothing like Virtual Dance Boutique™ or CostumeManager.com in the world. Other systems allow you to create a product and track it yourself in your own software. This means that you are responsible for actually buying the inventory and selling it to the dancer – which is time consuming, expensive and not profitable in most situations. Virtual Dance Boutique™-powered by CostumeManager.com is a database of most of the dancewear products available in the world. You simply tell your dancers which product to purchase and how much to pay. CostumeManager.com prepares the products for the dancers, mails the packages to the studio sorted by class and dancer and pays the studio commission.
- 4. What types of products may I select for my dancers?**
We’ve divided our products into [4 different departments](#). Costumes, Shoes, Dancewear and Accessories. Our partnerships with the major costume suppliers such as A Wish Come True, Art Stone, Revolution, Wolff Fording, etc...makes finding costumes a breeze. In terms of shoes, dancewear and accessories, we carry over 30,000 products such as Capezio, Bloch, Sansha, Mirella, and dozens more.
- 5. What brands and vendors do you currently support?**
For a complete list of vendors and brands click here:
<http://costumemanager.force.com/Vendor> - note: this link is the vendor log

- in...so don't try to log in here. If you want to [create a free account or access your existing account, click here](#).
6. **How much will my dancers pay for the products I select?** That's completely up to you! The beauty of Virtual Dance Boutique™ is that you, the studio owner, set the price that the dancer will see and pay. You determine how much profit you want to earn for each and every product you assign to a class.
 7. **Is there a shipping and handling fee?** Yes. The “dancer” pays the shipping and handling fee as part of the transaction. Our fees are substantially lower than any other dancewear supplier because we ship product directly to the studio. Most product fees start at \$1 per product. Heavier objects like adult tap shoes are \$3. Most products are in the \$1 to \$2 range.
 8. **Can products ship directly to the dancer's house?** We are working on adding the capability for the dancer to select products to be delivered to their homes. They will be shown the difference in shipping prices and be able to select their preferred method. This capability is scheduled for release in December 2013.
 9. **How is “sizing”, returns/exchanges handled?** It depends on if it's a costume item or dancewear. With costumes, dancers are asked to enter their bust, waist, hips, girth and inseam measurements and our system accurately "plots" their sizes onto the correct manufacturer's size chart. It gives the parents a visual guide on where their dancer falls in the size range. Most studios that use us for costumes pick a day to measure the dancers and hand out the worksheets. Some studios allow the parents to measure themselves. Both systems work amazingly well. Sizing dancewear is much easier and we include size charts and sizing instructions on all products. Of course, if they get it wrong, they can return or exchange dancewear, shoes, etc for free. We have some special deals on "shoe sizing kits" which are also very nice to have. The sizing kit allows the parent to try the shoe on the dancer before they select a size. Let us know if you would like more info! [Read complete policy here](#).
 10. **Do you have ready-made dress code lists/recommendations?** Yes. CostumeManager.com and Virtual Dance Boutique™ were created by a dance studio owner that owns 7 successful studios in California with an enrollment well over 4,000 students. The products that they have chosen for their studio's dress codes are in stock and are highest quality, lowest price, and highest margin products available. If you would like to use the same products use the “EasyList” feature in your CostumeManager.com customer portal.

11. **What is a Virtual Dance Boutique™ Poster?** It is an 8.5” x 11” visual description of the products you’ve assigned to either a dance class or a “genre”. The poster contains a class list id number that shoppers use to access the list online in the CostumeManager.com mobile interface. The poster also contains a QR code that users may scan with their mobile device to access their list.
12. **How should a poster be displayed?** You have the flexibility to display your posters any way that you want. You either print posters in your facility on any type of paper you desire or we can print them on heavy-duty, self-adhesive wallpaper. The heavy-duty wallpaper is durable, requires no framing, mounting or tools to install and it can be re-located.
13. **Is there a cost to print the self-adhesive wallpaper?**
Yes. However, we want you to be able to get started without spending a dime, so we deduct \$5 per poster from your future commission and that includes FedEx overnight shipping of the posters to your studio. Note: there is no charge if you print the posters yourself.
14. **Is there a learning curve to using CostumeManager.com’s Virtual Dance Boutique™?**
Within 5-10 minutes we will train you how to select products, assign them to a class or dress code, establish your profit margin and print a worksheet.
15. **Are CostumeManager.com and Virtual Dance Boutique compatible with any dance studio management software?** Yes. CostumeManager.com and Virtual Dance Boutique are fully integrated with The Studio Director.

To sign-up for a free account or for more information, visit www.CostumeManager.com/vb or call (877) 632-6234 option 2.

About the Company: CostumeManager.com was started in 2008 and has partnered with most of the major costume and dancewear suppliers in the United States to provide an easily searchable website, containing all of their products. CostumeManager.com is the world's most unique and largest dance supply service with dozens of partners and over 60,000 dance products such as; shoes, tights, leotards, costumes and accessories. These products are "assigned" to dance classes by dance teachers and studio owners, enabling them to spend more time in the classroom doing what they love and less time on administrative tasks.

Paul Henderson has been around the dance industry for almost thirty years. His sisters were elite state champion gymnasts and dancers and his mother owned a dance studio and eventually a dancewear store. He managed the dancewear store for a few years before moving to the San Francisco Bay Area. He and his wife, Tiffany, currently own and operate six successful dance studios in Northern California and one in Southern California. Their annual enrollment of over 3000 students has forced Paul to automate most of the day-to-day business transactions that

take up so much of a studio owner/instructor's time. Paul's goal has always been to smooth out the business side of the dance studios so that his wife, Tiffany can spend more time in the studio doing what she loves: teaching. Automating online registration and monthly automatic tuition payments was achieved 7 or 8 years ago but perhaps the most revolutionary invention is his web-based application - CostumeManager.com