

BUSINESS TRADER

WELCOME



The Tack Market

NEW ZEALAND HORSE GEAR MARKETPLACE

    iOS

thetackmarket.co.nz

FOR SELLERS WITH A BUSINESS

BECOMING A TACK MARKET BUSINESS.

If you sell regularly - whether you're a saddler, a rug designer, a feed and supply store or a one-person operation making treats or trinkets, a Business Storefront gives your listings and your brand a fixed home.

WHAT IS A BUSINESS STOREFRONT?

A storefront is a branded page in The Tack Market NZ that belongs to your business. You pick the URL - www.thetackmarket.co.nz/store/yourname - and every listing you post sits alongside the others under your name, your logo and your tagline.

NEED HELP WITH YOUR VISUAL IDENTITY?

If you don't have your logo or branding finalised we can help you create a professional look with our in-house graphic designer at a highly competitive rate. Email support@thetackmarket.co.nz to arrange a consultaion.

WHAT DOES A STOREFRONT LOOK LIKE?

Every Business Storefront includes:

- Space for a custom banner image at the top of your page.
- Space for your business logo and name, a short tagline, and a longer about section to tell your story.
- All your active listings displayed together, sorted newest first.
- A "Business" badge on every listing so buyers know they're shopping from a registered seller.
- Direct link to your storefront from every listing card.
- Buyers can land on your store either by clicking your name from a listing, by typing the URL straight in, or by browsing our Business Hub Directory.

WHAT ARE THE BENEFITS?

UNLIMITED LISTINGS

Businesses pay nothing to list, no matter how many items you have on the market.

BRANDED PRESENCE

Your logo, your Brand, your story. Buyers see you as a business.

TRUST BADGE

Every listing carries a "Business" badge - a strong signal to buyers that they are supporting a local business.

YOUR OWN URL

/store/yourname is yours alone. Put it on your invoices, your social media bio's, your business stationery.

PAY ONLY WHEN YOU SELL

4.99% commission per sale (min \$0.99, capped at \$100) - no monthly fee, no listing fee, no surprises.

BUYER TRUST

Buyer payments still flow through Stripe with full card-payment protection. Secure checkout your customers can trust.

DO I QUALIFY?

The Tack Market NZ is designed to be welcoming and supportive. Anyone selling equine related products as a business can register - you don't need an NZBN, you don't need to be GST-registered, you don't need a minimum number of listings. If you think of yourself as a business you qualify.



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WHAT DOES IT COST?

BUSINESS PRICING

\$0 to list. 4.99% at point of sale

No subscription - no monthly cost, no annual plan

4.99% commission per sale - minimum \$0.99, capped at \$100 per item

Stripe processing fees apply, as they would on any card payment

HOW DO I SIGN UP

- Make sure you're signed in to your Tack Market account.
- Head to Set up a business storefront in your account.
- Pick your storefront URL — something short and recognisable, e.g. /store/saddleworld. You can't change it later, so choose well.
- Enter your business name, a one-line tagline, and a short about paragraph.
- Hit Activate Business Storefront.
- That's it. Your storefront goes live immediately.

WHAT HAPPENS AFTER I SIGN UP?

- You'll get a welcome email confirming your storefront is live, with the direct link.
- You can now list your products.
- Every sale automatically deducts the 4.99% commission and pays the rest straight into your Stripe Connect account. The first payment from Stripe can take a few days to process, contact us to process this faster.
- Edit your banner, logo, tagline, or About text any time from your storefront settings.



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BRAND DESIGN & GRAPHIC DESIGN

WHAT DO WE OFFER?

- A Professional Graphic Design Service to help create your Storefront.
- We are passionate about bringing attention to local Equestrian Businesses and want to help you achieve your goals. A professional Visual Identity helps.
- We will create a Logo and Banner for your Storefront.
- We will provide you with .jpeg, .png and raw .afbp Logo files you can use for your business.
- Our in-house designer was a Senior Brand Designer for NZX 50 Companies and has over 20 years experience creating identities for large and small businesses.

WHAT DOES IT COST?

A logo and banner package costs \$450. This includes 2 proof rounds and logo and banner files which are usable for your business outside of your Storefront.



*“In riding a horse,
we borrow freedom.”*

HELEN THOMSON



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SUPPORT HOURS

9am - 5pm, Monday - Friday

021 593 528

support@thetackmarket.co.nz



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