



Terms of Reference (ToR) for Caribstore

1. Background and Purpose

Caribstore is a Veteran Minority-owned online shopping mall offering a diverse range of products, and services such as personal care, wellness products, fashion, books, and herbs.

The platform aims to provide a unique shopping experience that caters to a wide array of customer needs while supporting minority businesses and veteran communities.

The purpose of this Terms of Reference (ToR) document is to outline the scope, objectives, roles, responsibilities, and deliverables for Caribstore to ensure a clear understanding of its mission and operational guidelines.

2. Objectives

To establish Caribstore as a well-visited and reputable online shopping mall by increasing traffic and visibility.

To offer a broad selection of quality products that meet diverse customer needs.

To support and promote minority-owned businesses and veteran entrepreneurs.

To provide exceptional customer service and a seamless shopping experience.

To ensure sustainable business growth and profitability.

3. Scope of Work

Caribstore will focus on the following key areas:



Identify and establish partnerships with overstock companies, liquidators, and wholesalers to source high-quality products at competitive prices.

Develop and implement a comprehensive marketing and promotional strategy to increase brand awareness and drive traffic to the site.

Continuously enhance the online shopping experience by improving website functionality, user interface, and customer service responsiveness.

Build and maintain relationships with minority and veteran communities to foster a sense of inclusion and support.

Establish and adhere to clear shipping, return, and privacy policies to protect customer rights and ensure compliance with legal and regulatory requirements.

4. Roles and Responsibilities

Oversee the overall strategy, operations, and financial management of Caribstore. Ensure the alignment of activities with the objectives outlined in this ToR.

Develop and execute marketing campaigns, manage social media presence, and engage with potential customers and partners.

Identify and negotiate with suppliers to maintain a diverse and high-quality product inventory.
Customer Service Team: Handle customer inquiries, complaints, and returns to ensure a high level of customer satisfaction.

Maintain and improve the eCommerce platform, ensuring its security, reliability, and user-friendliness.

5. Deliverables

Develop a comprehensive marketing plan and management strategies

A curated product list from reputable overstock companies, liquidators, and wholesalers.



A fully functional and user-friendly website with updated features and enhanced security measures.

A set of clearly defined policies, including shipping, return, and privacy policies, is available on the website.

Regular reports on website traffic, sales performance, and customer feedback to guide continuous improvement efforts.

6. Timeline

Caribstore aims to achieve the outlined objectives within 12 months, with key milestones set at 3-month intervals to assess progress and adjust strategies as needed.

7. Monitoring and Evaluation

Progress will be monitored through regular reports, customer feedback, and key performance indicators (KPIs) such as website traffic, sales volume, customer satisfaction rates, and community engagement levels. Regular team meetings will be held to review performance, address challenges, and align efforts with the objectives.

8. Budget and Resources

A detailed budget will be prepared to cover all necessary expenses, including marketing, product sourcing, web development, customer service, and compliance. Resources will be allocated based on priority areas to maximize impact and efficiency.

9. Review and Amendments

This Terms of Reference document will be reviewed and updated annually or as needed to reflect changes in business strategy, market conditions, or operational needs.

10. Approval and Sign-off



This document is approved by the management team of Caribstore and will be signed by the CEO and other relevant stakeholders to confirm their commitment to the outlined objectives and responsibilities.

By adhering to these Terms of Reference, Caribstore aims to build a sustainable, inclusive, and successful online shopping platform that benefits its customers, partners, and the wider community.