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Why The Web Is Better Than Retail, A Logo Design Software Story

I've always had the 'entrepreneurial' spirit. I remember, being 9 years old, going down to the local pottery shop and buying a dozen un-kilned coffee mugs. I drew cartoons on them (I was a wanna-be cartoonist back in the day) and brought them back to the pottery shop to have them Kilned (baked).

Eventually, I would take them our local fire department or my school and sell them. I actually DID sell a few! However, I never made enough money to compensate for the price of the actual mugs (plus the kilning and paint!) This is the SAME issues I now have in the retail world when trying to sell my own logo design software product (The Logo Creator). I've been selling the software in retail stores such as Fry's Electronics and Office Max for a few years now.

Each box will cost (roughly) \$3.00 (USDollars) to design. This includes the actual box, the CD inside, the sleeve the CD is put into, burning the CD and putting in the cardboard to make the box thicker.

You can hire a local designer, or find one on the net from companies likes elance.com or moonlighters.com. A designer may charge upwards of \$2,000 to \$7,000 to design the box! (I'm lucky enough to be able to design my own boxes). A good rule of thumb is that you'll most likely spend \$3,000 for 1000 boxes.

The least amount that the printshops will let you print is about 1,000 units. It may sound small, but the cost can really add up when a chain like OfficeMax has 1200 stores with each store ordering a minimum of 5 boxes. That's 6,000 boxes! It adds up quick.

Then, you have something called "Shelf Space" to deal with.

Not all ... but some stores don't just take a product and put it onto their shelves. They need cash. ...They always need cash.

Sometimes, shelf space can go as high as \$5,000 for one product! You need to sell a boat load of software to make up this 5k. Then, the retail chain takes it's cut. Sometimes up to 10% ...It can all get a bit nutts.

The Internet vs. Retail

This is why the web is just plain awesome. There's NO overhead (other than your time of course). You can even use an external eCommerce company to handle your shopping cart system. They'll also take a 10 to 20% cut of your sales, ..but it's WELL worth it (for the fraud control alone!)

This is the beauty of downloadable software - or anything you can create once and have others purchase multiple times. An eBook for example. Retail used to be king, but I'll put my money into Net any time.

It's harder to market yourself online since there's a ton of competition, but that's where SEO and SEM come in (Search Engine Optimization and Search Engine Marketing). A great topic for a future Article.

Marc Sylvester, CEO of Laughingbird Software. Find out how you can create more than just logos with The Logo Creator - [Logo Design](#) Software for Mac and Windows

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