

## TRUEBLUE MARKETPLACE: ONLINE & POP-UP MARKETS

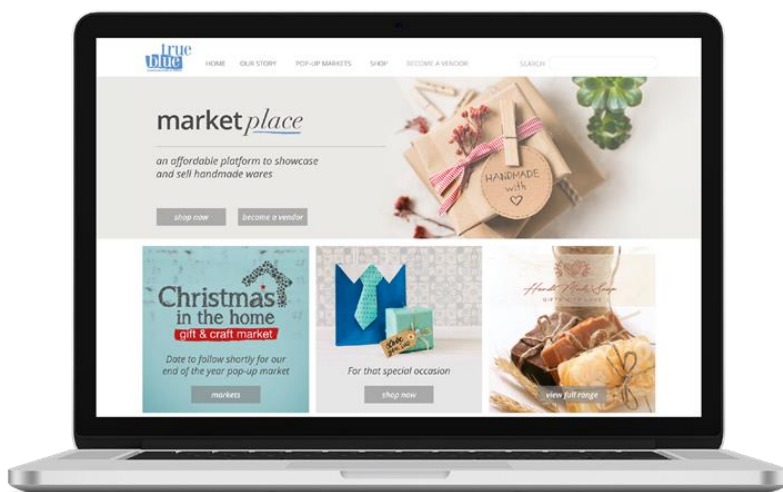
### THE ONLINE MARKETPLACE (SHOP)

The online marketplace is a digital platform where products featured at the in-person pop-up markets, can be sold all year round. Products sold on the online platform, is however not limited to what is sold at our in-person pop-up markets.

Our aim is to provide an affordable platform for SA's finest creative entrepreneurs and artisans to showcase and sell their exclusive wares.

We focus on products that are unique, handmade, of good quality, and not readily available in a store.

The online marketplace will be positioned to drive shoppers to the pop-up events, whilst visitors to the pop-up events will be referred to the online marketplace.



### HOW THE ONLINE MARKETPLACE CAN BENEFIT YOUR BRAND AND POCKET

- The online marketplace is a website with links to various social media platforms.
- Our marketing strategy will focus on the integration of all of these platforms.
- Our marketing budget will ensure exposure for your brand, to between 1000 and 3300 “feet through the door” EVERY DAY.
- Because we understand that the majority of vendors don't want to be hassled with, or simply don't have the capacity to store, package and ship goods, Trueblue will manage the warehousing and distribution of goods. Our aim is to make the process of selling goods online, easy and seamless for our Vendors.

## CRITERIA FOR BECOMING AN ONLINE MARKETPLACE VENDOR

### Application process

- Interested vendors need to submit a completed ONLINE MARKETPLACE VENDOR APPLICATION FORM together with images of the items they intend selling.
- All vendors go through a selection process where Trueblue considers each product carefully based on the following:
  - Local or not
    - We support the proudly South African concept. Whilst product may contain some imported components, we prefer items to be hand-finished locally.
  - Product originality
    - Products should not be ready available in shops
  - Product quality
    - Materials used
    - Neat and professionally finished off

### Roles

- Trueblue will be responsible for:
  - Sourcing and securing suitable vendors and products
  - Website hosting and marketing
    - Marketing: We will embark on an extensive marketing drive to continually market the website on all social media platforms (Facebook, Instagram, Pinterest).  
The object being to strategically spend for the first 3 months after launching the site, to ensure that we drive at least *1000 feet through the digital door (shop) EVERY DAY.*
  - Administration, storage, packaging and shipping of the products
    - Administration: all admin around signing of agreements with Vendors, weekly sales reports, taking photographs of the products and uploading those to the website
    - Storing of consignment stock, packaging and shipping once items have been sold
    - Sharing weekly sales reports with Vendors
- Vendor will be responsible for:
  - Delivery of the agreed product range to Trueblue on consignment basis
  - Committing to the online marketplace for a minimum of three months
  - Providing Trueblue with product descriptions and prices
  - Costs related to the delivery and collection of stock to and from Trueblue, is for the Vendor's account  
*Delivering products timeously to Trueblue will be critical to the success of this online marketplace.*

## Exposure for the Vendor

The online marketplace will be marketed as part of the TRUEBLUE brand, but Vendors will be acknowledged and featured in a number of ways:

- Shoppers will have the option to search the online marketplace either by PRODUCT CATEGORY or by VENDOR.
- We will take turns to feature our Vendors on the homepage of our website. This will include a photograph or short video clip of the Vendor.
- The Vendor is welcome to supply Trueblue with branding to be included with as part of packaging.

One of the reasons for developing the site, is to acknowledge and create more awareness for our Vendors and to help increase their brand footprint.

## Costs

The following will apply to all approved Vendors:

- **Fixed Monthly Admin Fee of R590** for website hosting, marketing, administration, storage, packaging, customer support.
- **Product Listing Fee of R50 per new product.** This is a once off charge regardless of the quantity of the same product, i.e. whether you supply Trueblue with 5 or 50 of the same product – you pay a once off fee of R50 for every photograph that needs to be taken and uploaded to the site.

### *How do we differentiate between products?*

Our definition of a product is as follows: any items with the same design and which is made of the same material or fabric counts as one product. Variations in size and colour will be allowed.

Another way of differentiating: Every photograph that needs to be taken = 1 product = R50

This will however be a discussion point for agreement between Trueblue and the Vendor.

- **Commission on Sales** to cover bank and e-commerce charges in addition to ensuring Trueblue business continuity. A sliding scale will be applied:

Total sales for the month (1 <sup>st</sup> day of the month to the last day of the month)	Commission charged
Total sales of more than R30000	10%
Total sales of between R10001 and R30000	11%
Total sales of R10000 and less	12%

**THE IN-PERSON POP-UP MARKETS**

**CRITERIA FOR BECOMING A VENDOR AT THE IN-PERSON POP-UP MARKETS**

Different criteria apply to each of the pop-up markets. The criteria are dependent on the theme and business model of the specific pop-up market. Details about each of the in-person pop-up markets will be made available on our website as soon as we go live: [truebluemarketplace.co.za](http://truebluemarketplace.co.za)

Please direct your comments or questions to Elsie, Trueblue Communication & Events:  
[elsje@truebluecommunication.co.za](mailto:elsje@truebluecommunication.co.za).

---