



## **Background**

Clever Little Monkey is a web-based children's shop where parents can order existing or custom-made child-related products. We sell our own range of furniture and also list other designers' products which compliment our range. We pride ourselves on our excellent customer service and personal interest in each and every client.

With today's hectic schedules a busy parent needs a reputable online shop which they can trust to bring them a collection of beautiful bedroom furniture, decor and clever products needed to create that special environment for their child.

Clever Little Monkey is focused on providing moms and children with innovative products and irresistible bedroom furniture and décor. We promote designs which are manufactured from natural materials such as wood, metal and cotton with most items manufactured locally, hand-crafted, hand-painted and filled with love. Our products are as eco-friendly as possible; using only water-borne paints and sustainable resources. Some of our other designer listed products are absolute must-haves for their usefulness or they are imported for their beauty and quality.

CLM has recently launched an up-market furniture range which will become active in the design world. We will be approaching young and upcoming designers to create a look never before seen which will put SA right on the map of international children's design. We will be looking at ways to promote these products at overseas expositions and would like to include complimentary products of other local designers. So please contact us if you would be interested in getting involved.

## **Target market:**

Our customers are high income parents with children between the ages of 0 and 16 with internet access. These discerning parents want only the best for their *Clever Little Monkey(s)*.

## **Marketing initiatives**

- Magazine features and listings
- Various search engine listings
- Active internet advertising
- Business Networks
- Newsletters
- Expo's
- Database promotions
- E-mail campaigns
- Word of mouth

## **The Web-Site:**

[www.cleverlittlemonkey.co.za](http://www.cleverlittlemonkey.co.za) has been receiving up to 310 000 hits per month and growing with over 200 new unique visitors a month! We are constantly expanding our product range to include more quality brands in addition to provide a platform for other designers.

Our site is attractively and simply designed to offer easy online shopping with fast download time and good quality images that are large enough to display detail. We accept on-line orders with EFT payments to ensure correct and valid payment (please note that credit card payments can always be reversed if credit card transactions are made via the web, this is why we do not make use of credit card facilities). We provide our clients with an on-line showroom from which they can make informed purchases which are delivered directly to their homes.

## **Listing your products:**

Once you have decided to join us, we need some good quality photos of your products with individual descriptions, packaged sizes and weights and price list. We will forward you a spreadsheet to enter the relevant information into. There are no costs involved in listing with us. We cover the advertising of the website. We buy from you at trade prices and you are welcome to suggest your retail price.

Our webmaster will insert your products onto our site and update products for you on a regular basis. Once an order has been placed with us, we require collection by courier by the next working day or postage with a track and trace number (if the item is in stock or up to a maximum of 6 weeks for custom or back orders). Please do not use the post office speed service unless specified, use the normal counter to counter service at the agreed postage fee.

## **Goods Collection/Delivery**

Goods are collected directly from the supplier's allocated premises by courier. If your business is already set up to handle shipping, we include your quoted shipping price with the product and will pay the shipping charges together with payment for the goods to you in advance before the item is sent

Some products are better suited to post office shipping with track and trace numbers. If your product is better suited to post office shipping you will need to post your product and include the agreed shipping charge on your invoice to us

### **What we will require from you:**

1. Product descriptions, assembled sizes, packaged sizes, weight, colours /materials, trade price + retail price + shipping price, guarantees, return policy and good photographs.
2. Your application form, spreadsheet and photos need to be returned to us via e-mail, fax or post.
3. Your products need to adhere to high quality standards and must be suitably packaged and need to conform to weight and size descriptions as described by yourself initially for our courier purposes. If your dimensions or weight are different from that quoted to us, extra costs arising from the courier company are incurred.
4. All materials should be approved as non-toxic and safe.
5. All products should be child or parent related.
6. Your products should be guaranteed against any defects or poor workmanship. If there is a viable complaint from a customer you will be expected to honour your guarantee at your expense.

## **ADVANTAGES OF LISTING WITH CLEVER LITTLE MONKEY**

- It does not cost you anything!
- Target marketing in relevant categories on various search engines
- Listing with various child related information sites.
- Advertising nationwide, especially in Cape Town and Johannesburg.
- Top quality website design and support.
- On-line shopping at all hours.
- You do not need your own e-commerce site or the costs involved therein.
- You don't need to hire extra staff to handle your customer enquiries.
- Products are screened ensuring only the highest quality.
- Products are couriered and delivered directly to the customer's doorstep or collected from you or the post office.
- The target consumer has access to the internet and falls under your targeted income bracket.
- You do not need to keep stock with us, you only sell what you have available or make to order.

## 6. Payments

Once we receive an order for one of your products you will receive an order form from us. Upon verification of stock availability from you, payments will be transferred into your bank account immediately as the orders come through before you are required to send the item. We will require an invoice from you. (We don't order any stock from you until we have received payment from the customer, so there is never any risk involved).

If required, a deposit of 50% for custom orders will be paid before you are expected to start processing the order. Essentially you are being paid as your orders come through. You will be in charge of your own stock and sales and should keep us informed of low stock quantities or intended price increases in advance.

Tel: 028-273-8956 | Fax 086-519-6553 e-mail:  
**[yulande@cleverlittlemonkey.co.za](mailto:yulande@cleverlittlemonkey.co.za)**

SUPPLIER DETAILS

FIRST NAME/S

SURNAME:

BUSINESS/TRADING NAME:

PHYSICAL ADDRESS:

POSTAL ADDRESS AND CODE:

TELEPHONE NUMBERS: (please include area codes)

HOME:

WORK:

CELL:

FAX:

BANKING DETAILS:

BANK:

BRANCH CODE :

ACCOUNT NUMBER:

TYPE OF ACCOUNT :

I, the supplier of \_\_\_\_\_, hereby agree to the terms and conditions as stated above.

FULL NAME: \_\_\_\_\_

SIGNATURE \_\_\_\_\_

The Owner

Signed at: \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_  
20\_\_\_\_