



All Australian, All Handmade

The most eye opening thing for me about the Aussie artisan community is until a few years ago, I had no idea it existed. Now that I am involved I have tried to promote it in every way possible. I keep finding people like myself who never knew it was a 'thing'. Then once people find out about it, and they ask for a suggestion of a maker to buy from, they get a barrage of Facebook pages and Instagram profiles to search through, contact the makers, deal with risky payment methods, and hope for the best. I am still coming across more and more established makers I never knew existed. I decided it was time to provide a solution. One place where we could promote one genre; kitchen cutlery.

The Cutlers Collective is an online marketplace which sells Australian hand made products to bring food to the table. Having a 'one stop shop' helps to eliminate the frustration and confusion for customers looking to purchase some of the best hand-crafted tools in the world. This is not just for Australia, but for a global market.

Vendors will have one easy place to send people to purchase their wares, view their bio and learn more about who they are and what they do. Customers want more than just the item, they want to know who made it, why they make it, what are their inspirations; they want the story behind the item. There are easy to use contact forms to directly contact the vendors if they want to know more.

This will be the single most effective way to promote our community and products to the rest of the world.

WHAT IS THE VALUE IN THE CUTLERS COLLECTIVE?

No sale, no cost – There will always be a no subscription fee option. All fees collected are reinvested into the promotion and support of the site, which in turn will boost the sales of your products.

Advertising – We (the site owners) will advertise and promote the website as a convenient and attractive way for customers to browse the items offered by the vendors (you). It is also easy to recommend a potential customer to visit a site where they can view the different work on offer without them having to contact each maker individually.

Exposure – As visitors to the site may be looking for a specific item, but do not know about local makers, Now they will. They will be exposed to other work in similar categories. Like being in an 'online knife show'.

No technical costs – No hassle and cost of hosting your own website with all the benefits. Vendors can have their own 'mini store' within the platform, with an easy and unique web address and email, where only their products are displayed. We run a fast server with big storage, not your regular shared hosting plan with restrictions.

Easy 'contact free' sales – Advertise your work on social media and simply link to your item online. Customers can view and purchase without even contacting you for transaction details, this saves time and keeps you doing what you do best.

Secure – Convenient and safe credit card facility with encryption gives the customer confidence and convenience, and it gives you fast and easy payment. Payments are direct to the vendor, even if items are purchased from multiple vendors.

Trust – The most important part of a sale, is the relationship between the customer and the vendor. Trust can be hard to earn, especially for a new vendor, but the product and vendor review system helps to establish this relationship, simply by looking after your customers and getting feedback.

International sales made easy – Once the product info is uploaded and the item is available, the shipping is automatically calculated in the cart and paid to each vendor as the payment is processed, and the cart can be shown in every major currency, and accepts various credit cards. Transactions are automatically converted to AU\$.

Brand identity – Possibly the greatest thing you can do for your brand is to make it stand out with your personality. If you have free control to make the pieces you like to make, and somebody else gets them sold, you will develop your unique style much faster than if you are working on a custom order basis. Customers will come to you because they want your style.

HOW DOES IT WORK?

VENDORS:

Vendors will sign up to the marketplace, by selecting 1 of the vendor plans available. Fees and options vary between the plans, it is up to the vendor to decide which plan best suits their needs. Fees are automatically deducted from the sale, so there are no surprises at the end of the month. Our fees are kept to a minimum, but all profits from vendors are used to promote and support the site.

Vendors once approved, will have their own sales dashboard where they can create and modify products, upload their info, track and manage their sales, and interact with customers. From here the vendor can manage all their own sales as if it was their own online store. Other vendors cannot access or modify your products or dashboard. If you have employees, there are various levels of access for others to assist with the running of your store.

Once you have products uploaded, you are ready to have customers visit, browse and purchase your goods. You will receive a notification via email to let you know you have a sale. If a customer buys from multiple vendors, you will be paid and asked to ship your portion, and the other vendors on the order will do the same. All your sales are recorded and can be accessed from your dashboard.

All vendors can elect to have an example@CutlersCollective email address for the extra professional effect, this can divert to your current email to avoid extra mailboxes. Depending on your Vendor plan, you may also be eligible to have your own mini store with unique web address CutlersCollective.com/example to direct customers directly to your products as if it was your own web store.

CUSTOMERS:

Customers to the site will be greeted by a welcome page, and a rotating banner of select vendors' banners, easy and simple menu's to navigate the store by use, style, and size, shop by maker, or use the search function. A simple and elegant layout to keep within the professional 'boutique' framework. They are here to purchase premium products, it needs to look the part.

Then they are free to browse and add items to the cart at their leisure. When they are ready to buy, the cart will calculate the freight and take their shipping details. They pay the vendors directly in one simple credit card transaction. They receive an invoice for their full order with itemised GST (for any GST registered vendors only).

If there is an age restriction on the sale of a product (e.g. Knives), they will be asked to enter their age once before being able to view the product. This will only happen once during their browsing session

VENDOR PLANS

BRONZE

Lowest cost, with no monthly fee. Suits up to \$500 sales per month. Basic setup.

- Commission 8%
- Subscription Free
- Email 1 – Redirect only
- Ministore No
- Front page banner No

SILVER

Suits up to \$1000 sales per month, includes mailbox and Ministore.

- Commission 6%
- Subscription \$10pm
- Email 1 – 250mb Mailbox or redirect
- Ministore Yes
- Front page banner No

GOLD

Suits up to \$1500 sales per month, multiple email addresses and Ministore.

- Commission 4%
- Subscription \$30pm
- Email 3 – 1gb mailbox(es), and, or, redirects
- Ministore Yes
- Front page banner no

PLATINUM

Suits sales of over \$1500 per month, multiple email addresses, Ministore, and a banner on the front page. Platinum membership is limited to 12 positions only.

- Commission 2%
- Subscription \$60pm
- Email 4 – 2gb mailbox(es), and, or, redirects
- Ministore Yes
- Front page banner Yes

EXAMPLE TABLE OF FEES

Table of fees: monthly sales Vs Vendor plans										
Vendor plans	Vendor plan rates		Monthly sales							
	commission	subscription	\$ 100	\$ 250	\$ 500	\$ 1,000	\$ 1,500	\$ 2,000	\$ 5,000	
bronze	8.0%	\$ -	\$ 8	\$ 20	\$ 40	\$ 80	\$ 120	\$ 160	\$ 400	
silver	6.0%	\$ 10	\$ 16	\$ 25	\$ 40	\$ 70	\$ 100	\$ 130	\$ 310	
gold	4.0%	\$ 30	\$ 34	\$ 40	\$ 50	\$ 70	\$ 90	\$ 110	\$ 230	
platinum	2.0%	\$ 60	\$ 62	\$ 65	\$ 70	\$ 80	\$ 90	\$ 100	\$ 160	
			Monthly fee is less than the next level				You are in the right level			
			Monthly fee is the same as the next level							
			Monthly fee is more than the next level				Consider upgrading			

As you can imagine, the setup, running, and promotion of this site does come at a cost. The fee schedule has tried to keep the cost to the vendors at an absolute minimum. All fees collected go back into the site, and with promotion and good listings the site's popularity will grow. Simply put, the fees will seem insignificant compared to the opportunity for buyers to connect with you so you can spend more time working on your art, and getting paid to do it.

Thank you for taking the time to read through our prospectus, please confirm your interest to take part in this venture and to promote our craft by emailing us at info@cutlerscollective.com.au. We have set up a Facebook support group which is exclusive to members where we will be posting suggestions and tutorials to help you through the process, visit the group [HERE](#).