

Wholesale Application Form

Your personal details

First name (Mr/Mrs/Ms) Last name

Position Email Date of birth

Tel (ISD) Fax (ISD) Mobile

Mailing address City/Suburb

State/Province Country Postcode

Delivery address (Please specify if different from mailing address)

About your organization (company details) Shop trading name

Company name ABN

Director name Years in business Number of shops

Bank name Account number

Type of business (Souvenirs/Health Food/Chemist) Turn over/year A\$

Brief description of products & services

Business References

1) Phone Contact person

2) Phone Contact person

Wholesale customers questionnaire

How did you hear about Lanopearl? (Other retail stores/Friends/Advertising/Web)

Which other major skin care brands do you sell and please describe the reasons why?

Brand Reason

Brand Reason

Which other major vitamin brands do you sell and please describe the reasons why?

Brand Reason

Brand Reason

Would you like our sales representative to check stock & order for you every 1-2 month? Yes No

Do you prefer our monthly promotion to be sent by email or fax

Do you prefer to order products by email or fax? (To prevent errors, we prefer not to receive orders by phone)

Preferred method of payment cheque internet banking

Signature _____ Date _____ Approved by _____

OFFICE USE ONLY	<input type="radio"/> Payment Before Delivery	<input type="radio"/> Credit Term _____ Days
Order target/month	\$ <input type="text"/>	Discount <input type="text"/> %
Note _____		

Order Forecast for Shop Owner
(Sales representatives consult with shop owner)

Company name

Shop trading name

Lanoppearl offers 'WIN-WIN' solutions to our wholesale distributors. You might find that our price structure is different to other companies. That's because we believe that if you buy more, you deserve to have more discount from us.

For the first three months trial period, customers will be given an option to decide their monthly order value with our sales representatives, we will then setup a yearly order target based on this monthly order value. Upon this agreement, customer will need to sign the wholesale partner order agreement and send it back to Lanoppearl by fax (02) 9516 0265 or scan and send by email to order@lanoppearl.com.au

After the 3 months trial period, Lanoppearl office will review your order performance. Depending on your order value, we will offer additional discount if your order value has fallen into a further discount category. The new wholesale partner order agreement will be provided to you for you to sign and you will receive a further discount based on the increased monthly order value. The Wholesale agreement period is 1 year with an option to renew every year. This order performance will be reviewed at the end of each financial year.

However, we know that it is not easy to estimate and predict the forecast for buying volume. Please consult with our friendly sales representative (Gino 02 9516 0263 or Eric 0422 353 823) about how much you should estimate to buy each month.

To give you some guideline, our Rebirth and Lanoppearl brand are very popular among Asian tourists and local Asians, while, our Mt.Retour brand is popular for main stream market and local Australians, therefore, if your shop is located in the high density Asian or tourist area, you may generate more sales than a low density Asian areas.

In order to generate maximum sales, we strongly recommend all wholesale distributors to follow below Instructions:

- Supply all brands and all items (Lanoppearl, Rebirth, Mt.Retour)
- Make a full display of our products with our shelf display.
- Discuss with our sales representative for flexible prices & promotions.
- Follow our monthly promotion and give discount to end users.

Our statistic show the maximum total sales that one shop can achieve in Australia is \$20,000-\$35,000 per month. In Chinatown, \$3,000 - \$20,000 per month, for busy Asian suburb, \$500 - \$3,000 per month, for not busy location.

Do you wish to commit to a yearly order forecast?

- We do not want to commit to a yearly order forecast
- Your price will be standard W/S price
 - 10% discount for payment before delivery

Volume discount guideline

2% discount for 500 units order
4% discount for 1,000 units order
6% discount for 2,000 units order
8% discount for 5,000 units order

- We want to commit to yearly order forecast (please select below option)

No	Type of Wholesale Customers	% Discount	Order Target/M	Order Target/Y	No Shelf
<input type="radio"/> 1	Grand Flag Shop Partner (Type A)	35%	>\$20,000/m	\$240,000	6 Large
<input type="radio"/> 2	Flag Shop Partner (Type B)	30%	\$3,000 - \$20,000	\$36,000 – \$240,000	3 Large
<input type="radio"/> 3	Small Flag Shop Partner (Type C)	20%	\$1,000 - \$3,000	\$12,000 – \$36,000	2-3 Med
<input type="radio"/> 4	Silver Partner	10% - 15%	\$100 or Over	\$1,200 or Over	3 Mini
<input type="radio"/> 5	Online Shop	0% - 10%	\$100 or Over	\$1,200 or Over	-

Approved by

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Sales Representatives

Gino Hsu
Sales & Export Manager
Lanoppearl Pty Ltd