

TeMp TaTtoOs cc

RESELLER PROGRAM

a

Job Creating Opportunity

Compiled by:

Johann Maree

Contact Details:

info@temp-tattoos.co.za

www.temp-tattoos.co.za

Tel: 021 - 987 4030

Fax: 0865 252 305

Mobile: 083 954 5093

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RESELLER CONCEPT

When you're considering making extra money, starting your own business, working part time, full time, or any time you wish, you have a choice of starting from scratch, buying an existing business, or looking at a business opportunity like our reseller program. Working as a reseller can be a lot of work and can take time, but if you are organized, it can also be very lucrative and profitable.

The reseller program is very simple concept. The concept revolves around the **distribution and sales** of a new temporary tattoo "**catalogue-magazine**" combination, as well as the **direct sales and supplying** of the **stock tattoos, as well as customized corporate tattoos** as advertised within the magazine.

When becoming a reseller, you will have the opportunity to promote, market, distribute and sell these magazines to the following target markets:

- Directly to friends or family in your school, college, residential area, workspace or any other place you desire;
- At trade shows, flea markets or exhibitions;
- Fundraising or Sports events;
- Directly to shops (any shop or vendor where you see any other magazine being sold);
- The entire market is really up to your own imagination ...



The **Temp Tattoos Magazine** is a fully registered monthly periodical, with the marked selling price of R 25.00 (VAT Incl.)

- Printed on 135gsm glossy magazine paper;
- A full A4 sheet of a combination of temp tattoos inserted on the back, replaced every month with different designs to extend selling market, and wrapped in plastic sleeve;
- Contains 32 pages in total;
- Preview of more than 6 800 temp tattoo designs from one color to full color, sized from 38mm x 38mm to 110mm x 174mm;
- Caters for the age group 2 to 85+ years old;
- Reseller's details are printed on the back page as well as the order forms inside the magazine.
- First issue to be published in the last week of July 2010

In short, you as reseller will earn money buy selling the magazine and the tattoos advertised within.

We will explain this on the pages to follow.

OUR TEMP TATTOOS

The temporary tattoos we manufacture are a combination of nontoxic FDA Approved vegetable dye inks (child safe inks), a paper backing, a clear plastic cover and an adhesive glue similar to that which is used in a band-aid.

The tattoo is applied with water within 30 seconds. Instructions at the back of the tattoo make it simple enough to apply, even for children.

A 300dpi full, one or any color print offer the best possible product in the market.

Depending on various conditions such as skin type, location, friction, and application, the tattoo can last between 2 days and a week.

Tattoos are waterproof but are removable any time with baby oil or rubbing alcohol.

The temporary tattoos are one of the most unique promotional products currently available. Ten years ago temporary tattoos were worn mainly by children and teenagers. Nowadays, due to factors such as the variety of available designs, printing quality, and mainstream acceptance of real tattoos, today's user is just about anyone!

There are many reasons why temporary tattoos are considered to be such an effective promotion and advertising tool. They are a product based on customized artwork and because of this, the creative options are endless. This can be extremely beneficial when dealing with a specific group, as they can be specifically catered to. Temporary tattoos create walking billboards and are obvious conversation pieces...they may be temporary, but they always leave a mark!

Uses of Temporary Tattoos:

- Handouts at Trade Shows & Exhibitions
- Gifts at Parades, Weddings & Parties
- Inserts in Magazines & Advertising Kits
- Fund raising for Schools & Charity Groups
- Sports Team pep Rallies
- Promotion for Brands, Bands & Small Businesses
- Body Art for TV, Movies and Photo Shoots



RESELLER STARTER PACKAGES

Keep in mind that it takes a lot of money, organization, management and resources to pull off and launch a brand new magazine of this magnitude - with the opportunity to make money out of it.

From our side as Head Office, it would be senseless to risk supplying a reseller with literally thousands of Rands worth of magazine stock without any form of surety. Besides that, we have a procedure to follow, which include the registration of the reseller on our system, and to get the reseller started to earn extra money as soon as possible.

The only logical solution we have is to (like any other reselling business), supply you with stock that you pay in advance for, and with the profit and income generated by selling the stock, re-order stock and resell, and build yourself up in this way.

To enable and allow all income groups (low, medium and high) to join this program, we offer the following reseller starter packs:

| | | |
|-------------------|---|-------------------|
| Package A: | 20 Magazines PLUS all official, training and operational pack: | R 250.00 |
| Package B: | 40 Magazines PLUS all official, training and operational pack: | R 500.00 |
| Package C: | 80 Magazines PLUS all official, training and operational pack: | R 1 000.00 |
| Package D: | 160 Magazines PLUS all official, training and operational pack: | R 1 920.00 |
| Package E: | 250 Magazines PLUS all official, training and operational pack: | R 3 000.00 |

- The more Magazines you are willing to buy (According to the Packages above), the more money and income you can expect in a shorter time period. Rather be prepared to have enough stock then to little.
- Magazines not sold for a specific month, will be collected from us by courier and be refunded.
- The Operational pack will include a training and general info DVD, plus sample stock tattoos worth of R 1000. It will also include order forms for magazines (restock), and order forms for stock tattoos orders.

When you join the reseller program with your official Registration and Starter Stock Order Form (provided with this document), we will courier your first stock to you two weeks before the end of the publication month.

We will carry the costs to courier the stock to you.

INCOME EXPECTATIONS

There are three key factors that will determine your income:

1. The quantity of Magazine sales per month, either direct to public or in-directly to retail stores;
2. The quantity of stock tattoos ordered by customers through you; and
3. The quantity of custom made tattoos (corporate tattoos) ordered by customers through you.
 - Resellers get 50% discount on orders for stock tattoos as listed in the Magazine
 - Resellers get 15% commission on orders for custom tattoos ordered by corporate companies.

To give you an estimate for a **minimum** income you can expect, we will base our calculations on a monthly basis with the following:

1. You sell 20 Magazines to your friends or family (direct);
2. You sell 120 Magazines to retail / outlet stores (in-direct);
3. You sell 250 temporary tattoos from the Magazine to individuals; and
4. You get 5 orders from corporate customers for custom made tattoos.

Income Generation

| | | | |
|---|---|--------------|-------------------|
| 1. 20 Magazines sold @ R 25.00 each directly | = | R | 500.00 |
| 2. 120 Magazines to retail / outlet stores @ R 20.00 each | = | R | 2 400.00 |
| 3. 250 temporary tattoos to individuals @ R 6.50 each | = | R | 1 625.00 |
| 4. 5 orders of 5 000 custom temp tattoos from corporate | = | R | 4 125.00 |
| | | TOTAL | R 8 650.00 |

Summary and Cost of Sales:

1. You purchase 1 Magazine at a cost of R 12.00 (VAT Incl.) from us. (R 13.00 profit per magazine)
2. If you sell directly to friends or family, you sell it at R 25.00 per magazine
3. If you sell to retail/outlet stores, you sell it at R 20.00 each. (R 8.00 profit per magazine)

Supplying Franchise Groups, Chain Stores, Retailers and Wholesalers:

1. In this regard permission from us must be abstained before you try to supply, sell or stock them, due to the fact that we might already have contacts with them. Best is to contact us directly before beginning your operations. This group refers and includes companies like Shoprite, Checkers, Edgars, Woolworths, Pick 'n Pay, Game, etc.

ADDED RESELLER BENEFITS

What are the benefits of being a reseller?

You get a number of advantages when becoming a reseller:

- **Working Hours:** You can work when, where and how you want. Your success depends on the amount of time and effort you put behind this.
- **Reduced risk -** Resellers traditionally have a much lower failure rate than other start-up businesses. The reason? You're working within a network concept where most of the kinks have already been worked out by someone else.
- **You get a complete package -** The guesswork usually associated with starting a business is taken care of. Your total package can include trademarks, easy access to an established product; a proven marketing method; equipment; inventory; etc.
- **Strength in numbers –** You already have the buying power of the entire network, an established and fixed market target which can help you to get our products and compete with larger national chains.
- **Business processes –** With our network we have proven systems including financial and accounting systems; ongoing training and support; research and development; sales and marketing assistance; planning and forecasting; inventory management; etc. We'll show you the techniques that have made the business successful and help you utilize them in developing your own business.
- **Promotional Sprees –** We will help you organize “promotional sprees” (e.g. at Malls) making sure that your products are even more promoted, seen and where it can thrive.
- **Advertising and promotion -** Not only will you benefit from any national or regional ad and promotional campaigns from us, but we may also help out in other areas - from providing camera-ready copy for your own advertising efforts to developing in-store point-of-sale materials designed to drive customers through your business. It would cost you a great deal to develop these materials on your own.

As Reseller, you qualify for the following contractual benefits:

1. The sole (mandate) or franchise rights to be the only reseller in your town (territory), thus based on a specific sales target as determined by us;
2. The right to appoint sub-resellers in your territory;
3. Act as direct agent for the Head Office for the promotion and consultation of potential corporate clients by promoting and marketing custom made tattoos;

As Reseller, you qualify for the following shared resources:

1. Shared advertising in local and national media;
2. Your details listing on our website under resellers;
3. Promotional and marketing material issued by the Head Office.

Even more benefits:

1. We at Head Office will open an email account for you on our server, for example ***yourname@temp-tattoos.co.za***, and as reseller you qualify for special discount prices and order system via ***www.temp-tattoos.co.za***
2. We will provide you with our latest electronic pricelist (pdf files) and samples, and you can then email potential customers with your sales pitch or idea. Should they go for your proposal, you request their artwork and written order, and Head Office will invoice them, collect payment and conclude the transaction. Once they have paid, you immediately receive your commission and delivery is done within three weeks.
3. You may even advertise in your local newspaper offering your products (temp tattoos) as a measure of attraction for events, and even advertise your custom made tattoos.
4. You are also welcome to design your own tattoos; there are no limits at all.



REGISTRATION AND STARTER PACK ORDER FORM

IMPORTANT: This page and the required documents must:

- FIRST: Be Faxed to us at 086 525 2305 / Emailed to: resellers@temp-tattoos.co.za**
- POSTED: The Originals must be the posted to us at:**

**TEMP TATTOOS
PO BOX 5177
KRAAIFONTEIN
7572**

THE FOLLOWING DOCUMENTS MUST ACOMPANY THIS FORM (FAXED or EMAILED & POSTED)

- This page
- Copy of your ID or Birth Certificate
- Recent color ID Photo
- Proof of Payment for Registration and Starter Pack as indicated below

YOUR PERSONAL DETAILS

| | |
|----------------------------|--|
| NAME & SURNAME: | |
| ID NUMBER: | |
| DATE OF BIRTH: | |
| AGE: | |
| SEX: | |
| CELL NUMBER: | |
| HOME TELEPHONE NUMBER: | |
| WORK TELEPHONE NUMBER: | |
| EMAIL ADDRESS: | |
| POSTAL / DELIVERY ADDRESS: | |

Please indicate your Starter Package you want to order with an X

| | | | |
|-------------------|---|-------------------|--|
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The correct amount and payment must be made CASH or via EFT into our bank account:

TEMP TATTOOS cc • STANDARD BANK SA • BRANCH CODE 024109 • ACCOUNT NUMBER 071 038 191

AS REFERENCE TO YOUR DEPOSIT, USE YOUR CELL NUMBER OR ID NUMBER