

SERVICE LEVEL AGREEMENT

Please complete and email to admin@cellardirect.co.za

WINERY NAME: _____

For Winery : Name: _____ Signature: _____

For WineNet : Name : Kevin Kidson Signature: 

Date: _____ **We agree to the service levels as specified below.**

WineNet (PTY) LTD will develop and maintain a custom online shop that allows the winery to market and sell wine directly to both consumer & trade while maintaining a customer mailing list and full sales funnel analytics.

WINERY RESPONSIBILITIES: Please ensure that your vintages and prices are correct.

- Maintain a list of currently available wines (by emailing tasting notes, analysis, bottle shots etc to updates@wine.co.za)
- Maintain the current prices of these wines (dashboard at admin.cellardirect.co.za)
- Decide on discounts you would like to give to your customers
- Ensure wine is ready for collection within 48 hours of receipt of order.
- Replacement of any faulty bottles at your cost – to the customer.
- On-going marketing of the shop including re-targeting members.
- Payment of an initial R 5000 setup fee – (R 3 000 of which is for initial online advertising)

DISCOUNTS TO BE APPLIED:

There are three levels of discounts that can be applied:

Member, Gold Member (a prized wine club member) and **Trade** (a licensed establishment)

MEMBER % _____ GOLD MEMBER % _____ TRADE % _____

WINERY CONTACTS: Please indicate who we should communicate with

Financial: _____ for the money _____ Email: _____

Marketing: _____ for marketing campaigns _____ Email: _____

Sales: _____ for sales reports etc _____ Email: _____

Orders: _____ who we place orders on _____ Email: _____

Primary Phone number: _____ Other: _____

WINENET RESPONSIBILITIES:

- Supply a stable & secure online shopping environment with winery's branding
- Supply the dashboard systems to allow the winery to maintain their wine list (admin.cellardirect.co.za)
- Process all orders received through the shop in a timeous manner including :
 - o the financial transactions required to process payment for orders placed
 - o all customer facing logistics (delivery)
 - o all customer facing communications
- Replacement of any bottles broken en-route to customer.
- Maintenance & on-going development of the online shopping environment
- Maintenance & management of the mail list system
- Payment for completed orders – minus agreed service fee of 15%

OPEN TIMES:

Shop will be closed over the Christmas period every year due to delivery restrictions.

Our office hours are 8.30am to 5.00pm weekdays – closed on public holidays and Christmas

- Logistics/Orders: Suheena Williamson (admin@cellardirect.co.za)
- Accounts: Adele Dixon (accounts@wine.co.za)
WINE.CO.ZA, 21 Kingfisher Park, Ou Paardevlei Road (aka Kynoch Road),
The Interchange, Somerset West | Tel: 021 851 2737 | admin@cellardirect.co.za