

SERVICE LEVEL AGREEMENT

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

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

CLIENT/WINERY DETAILS

COMPANY NAME			CO REG NO						
WINERY NAME									
LIQUOR LICENCE NO									
COMPANY VAT NUMBER									
PHYSICAL ADDRESS <i>for collection of wines</i>									
PHONE			CELL NO						
BANK DETAILS	BANK NAME		ACCOUNT NO						
<i>(for payments at month end)</i>	ACCOUNT NAME		BRANCH CODE						
FINANCIAL	NAME:		PHONE:						
	EMAIL:								
ORDER PROCESSING	NAME:		PHONE:						
	EMAIL:								
MARKETING	NAME:		PHONE:						
	EMAIL:								
SALES	NAME:		PHONE:						
	EMAIL:								
NO. OF WINES IN SHOP		0 - 10 wines	R3 000		11 - 20 wines	R3 750		21 - 30 wines	R4 500
MEMBER DISCOUNTS	MEMBER %								
DOCUMENTS TO BE SUPPLIED		LIQUOR LICENCE		BANK LETTER		CoR 39			
SIGNED BY WINERY/PRODUCER	NAME:								
	SIGNATURE:								
	DATE:								

WINERY RESPONSIBILITIES

Please ensure that your vintages, prices and bottle shots are correct

All comms to admin@cellardirect.co.za

- Maintain a list of **currently available wines** of tasting notes, analysis, bottle shots, prices etc.
- Prepare images for **special discounts & promotions**.
- Maintain the **current prices** of these wines
- Use the tools supplied by WineNet to manage your shop - e.g. dashboard at admin.cellardirect.co.za.
- Decide & review **discounts** for your customers.
- Ensure wine is ready for collection by our designated courier **within 48 hours** of receipt of order.
- Replacement of any faulty bottles at your cost – to the customer.
- On-going **marketing** of the shop

WINENET RESPONSIBILITIES

- Supply a stable & **secure online shopping** environment with the winery's branding.
- Supply the dashboard systems to allow wineries to maintain their stores at admin.cellardirect.co.za.
- **Process all orders received** through the shop in a timeous manner including:
 - the financial transactions required to process payment for orders delivered.
 - all customer facing logistics (delivery).
 - all customer facing communications.
- Arranging for the replacement of any bottles broken or missing en-route to the customer.
- Maintenance & on-going development of the online shopping environment.
- Recon of monthly courier costs Payment for completed orders monthly after recon, minus agreed **service fee**

COSTS

- **SET UP FEE**
Payment of an initial setup fee as per the number of wines to be listed in your store:
0 - 10 wines = R3 000 excl. VAT | 11 - 20 wines = R3 750 excl. VAT | 21 - 30 wines = R4 500 excl. VAT
- **Monthly Service Fee of 15%** on delivered orders (excluding courier fees)

OPEN TIMES

- The shop may be closed over the Christmas period due to delivery restrictions.
- Our office hours are 8.30am to 5.00pm weekdays – closed on public holidays and Christmas.

OUR CONTACTS

- | | |
|-----------------------------|---|
| • Logistics/Orders: | Suheena Williamson & Frank Mketo (admin@cellardirect.co.za) |
| • Merchandising/Promotions: | Michelle Ladewig (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 | Email: admin@cellardirect.co.za | Website: www.cellardirect.co.za