

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

WINERY NAME _____	
FOR WINERY	
Name: _____	Signature: _____
FOR WINENET	
Name: <u>Kevin Kidson</u>	Signature: 
Date: _____	<i>We agree to the service levels as specified below.</i>

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.

CLIENT/WINERY DETAILS

COMPANY NAME			
COMPANY VAT NUMBER			
PHYSICAL ADDRESS <i>for collection of wines</i>			
PHONE		MOBILE NO	
BANK DETAILS	BANK NAME	ACCOUNT NO	
	NAME ON ACCOUNT	BRANCH CODE	
FINANCIAL	NAME: EMAIL:	PHONE:	
ORDER PROCESSING	NAME: EMAIL:	PHONE:	
MARKETING	NAME: EMAIL:	PHONE:	
SALES	NAME: EMAIL:	PHONE:	
MEMBER DISCOUNTS	MEMBER % _____	GOLD MEMBER % _____	TRADE % _____

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 admin@cellardirect.co.za.
- Prepare images for **special discounts & promotions**.
- Maintain the **current prices** of these wines.
- Use the tools supplied by WineNet - e.g. 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 2,000 excl. VAT setup fee.

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** 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 placed.
 - all customer facing logistics (delivery).
 - all customer facing communications.
- Replacement of any bottles broken or missing en-route to customer.
- Maintenance & on-going development of the online shopping environment.
- Maintenance & management of the **mailing list system**.
- Payment for **courier costs** (this may be reviewed from time to time).
- Payment for completed orders monthly after recon, minus agreed **service fee of 15%**.

OPEN TIMES

- The 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.

OUR CONTACTS

- 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 | Fax: 021 851 2737

Email: admin@cellardirect.co.za | Website: www.cellardirect.co.za