

collective candle co

collectivecandleco.com

Pop-Up Collective - Pricing, Conditions & Inclusions / FAQs
Westfield Plenty Valley 2024 (As at 29 Feb 2024)

Your Space

Large Shelving Unit (3 Levels, Tiered)

Shelf Width 80 cm, Total Height 160 cm

Bottom Tier Depth 54 cm | Middle Tier Depth 39 cm | Top Tier Depth 29 cm

Storage

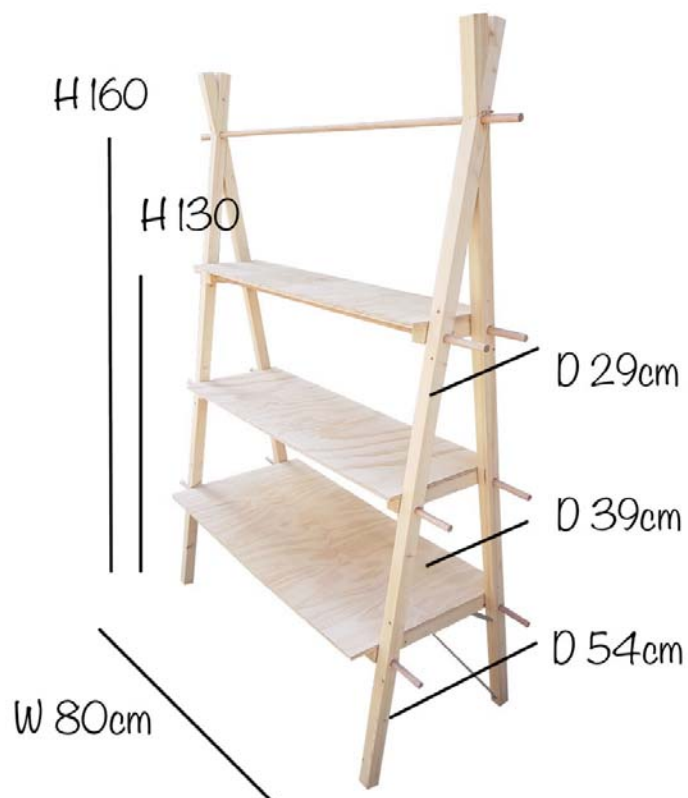
You will have x 2 large cane baskets (33cm x 38cm) which will be placed underneath your shelf (between floor and bottom tier) to be used for excess stock.

Risers

Includes 2 risers (as shown) – slotted, or unslotted.

Width 60 cm | Depth 14 | Height 20 cm

Width 60 cm | Depth 14 cm | Height 10 cm



Small Shelving Unit (3 Levels, Tiered) – LIMITED AVAILABILITY

The small shelving unit is the same style shelving unit as above however is 45 cm width.

Storage

You will have x 1 large cane basket (33cm x 38cm) which will be placed underneath your shelving unit (between floor and bottom shelf) to be used for excess stock.

Display Stand

You will also receive a small 3 or 4-tiered display stand (see below) which can be placed onto your shelving unit.



Price Tags

We can supply price tags/barcodes and signage, as well as the risers and stands as described above. But you are also welcome to bring your own.

Square Inventory Management

You will have access to our shared Square platform (App & Desktop) where you can add your products, manage your inventory, and track sales. You will be able to track your sales daily via the Square app.

**Please note that ALL shop transactions can be viewed (not just your own)*

Website Presence

We list all of our current and upcoming makers on our website collectivecandleco.com which will primarily consist of a photo carousel and links to your Facebook and/or Instagram page. We are currently looking into listing our makers' popular items on our website for customers to purchase.

Facebook + Instagram Advertising

We create regular paid advertising campaigns for our pop-up collective via Meta platform (Facebook and Instagram)

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Weekly Rates – 6 week inclusive commitment period

Large Shelving Unit

\$319 + \$31.90 GST + 10% commission per week

Small Shelving Unit

\$255 + \$25.50 GST + 10% commission per week ** LIMITED AVAILABILITY

Single Tier only (Large Unit)

\$137 + \$13.70 GST + 10% commission per week ** LIMITED AVAILABILITY

*Everyone will have the option to work at least 1-2 shifts per week in return for reduced rent (each shift is normally 4 hours) * Rent is only reduced AFTER you have worked your shift*

If you work Shifts

4 hrs per week – Receive \$100 off your rent.

8 hrs per week – Receive \$200 off your rent.

Rent + Sales Processing

Your weekly rent is paid in advance. The first week's rent (minus the \$50 deposit – refer to next page) must be paid upfront in full on the Sunday just prior to commencement (via an online invoice). We accept payment via credit or debit card.

From there after, rent will be deducted from your weekly earnings - Sales and rental payments will be processed each week on a Tuesday.

Rent is only reduced AFTER you have worked your shift. For example, if you work 4 hours in your first week, this will come off your rent when we process your sales the following week (Tuesday). You will receive 'time in lieu' to compensate for your first week's full rental payment, or you may choose to have this paid out to you at any time (or at the end of the pop-up cycle by default).

Any money owing will be invoiced at the end of each month (or at the end of the pop-up period).

You will be emailed a weekly itemised report outlining all sales and rental payments.

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Other FAQ'S

What happens after I submit an application form? Do you require a deposit?

We will assess your application and products for suitability. Once accepted, we will send you an email welcoming you to our collective. Within the next day or so, you will receive a booking confirmation invoice for \$50, which will be used to secure your spot. This amount will go towards your first weeks rent. If you decide not to go ahead, you can simply let this invoice lapse.

Are you located at other shopping centres?

Our only location at the moment is Plenty Valley, however we are also looking into other locations.

Where in Plenty Valley Shopping Centre will you be located?

We will be located within a thoroughfare, directly in front of Angus & Coote, near Target.

What sort of security will you have regarding theft?

Our pop up shop will be covered and secured after hours to mitigate the risk. However, unfortunately, theft can be quite common at shopping centres (more so during operating hours) so you need to be prepared that some items may go missing. It is recommended that you increase your prices to cover any loss.

Do you offer product exclusivity?

We cannot guarantee product exclusivity, however careful consideration is given to the onboarding of new makers against our existing makers, such as the percentage of product breakdown, style, and aesthetic of similar products, as well as supply and demand particularly during busy periods such as Mother's Day and Christmas.

Do you collect GST on sales?

Yes, all retail sales attract GST – Your total gross sales is deposited each week into your nominated bank account. It is your responsibility to hold GST if required. You will receive a weekly itemised sales report outlining your gross sales.

How much stock should I prepare?

It is recommended that you bring enough stock to fill your shelving unit, as well as your storage basket/s upon set up (measurements are outlined above). After this, will depend on your sales. Please use the below as a guide. You will be able to track your sales daily via the Square app.

**Please note that ALL shop transactions can be viewed (not just your own)*

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What can I expect in sales?

This completely depends on your product and a multitude of other factors. Some of our vendors will make a profit, others will break even, and then there are some who may experience a loss – Either way, *it is important to view this as a marketing and exposure opportunity.* You will have literally hundreds of customers viewing your products each week, so there is great potential for you to gain a strong following with many new customers which will bring you residual outcomes and growth.

A snapshot of our Weekly Sales, 2023 (Xmas, Peak Period):

(Opening Week) Mon 30 Oct – Sun 5 Nov **\$9580** (16 makers)

Mon 6 Nov – Sun 12 Nov **\$9451** (16 makers)

Mon 27 Nov – Sun 3 Dec **\$12,509** (17 makers)

Mon 4 Dec – Sun 10 Dec **\$17,509** (18 makers)

Weekly Sales, 2024 (Quiet Period):

Mon 22 Jan – Sun 28 Jan **\$5106** (9 makers)

Mon 29 Jan – Sun 4 Feb **\$7108** (9 makers)

Mon 5 Feb – 11 Feb **\$7136** (10 makers)

Please feel free to email us hello@prettylittlehandmade.com.au if you have any further questions.

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