



Pretty Little Handmade Things & Co

Small Business & Artisan Collective - FAQ & Pricing Guide

Your Space

Option 1 - Large Shelving Unit (3 Levels, Tiered) ** Most Popular

Total Shelving Unit Width: 80 cm, Total Height 160 cm

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

Space in between the tiers (i.e. middle tier & top tier): 34.5 cm

Storage

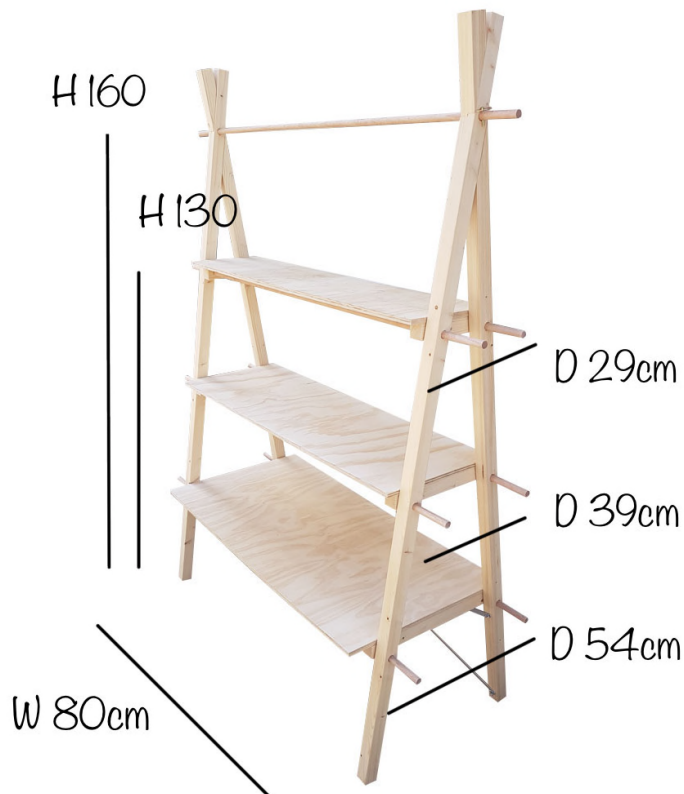
You will have x 2 large cane baskets (33cm x 38cm) which will be placed underneath your shelf (between floor and bottom tier) to be used for excess stock.

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



Option 2 - Small Shelving Unit (3 Levels, Tiered)

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 which can be placed onto your shelving unit.

Option 3 - 2 Top Tiers, Small Shelving Unit **Newbie Special

This is the perfect option if you want to get a feel for how your products will go and is our cheapest rate (rates can be found on the next page).

You will have the 2 top tiers of the small shelving unit (above) (The bottom level will showcase another vendors products).

Other Inclusions

Price Tags (Optional)

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, print barcode labels, 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 <https://prettylittlehandmade.com.au/> which will primarily consist of a photo carousel and links to your Facebook and/or Instagram page. We are currently working on 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)



*Weekly Rates (6 week commitment period)

Large Shelving Unit

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

Small Shelving Unit

\$246 + \$24.60 GST + 10% commission per week

2 Top Tiers (Small Unit) ** Newbie Special! **

\$150 + \$15 GST + 10% commission per week

Reduce Your Rent!

*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*

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

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

** PEAK PERIODS - During peak periods, we 'may' need to increase the rent to cover the cost of having an additional staff member (vendors/makers or paid staff), and this will completely depend on how busy we get. The rent increase would mostly likely be in the vicinity of \$50-\$65, but up to \$90 extra per week, for the few weeks leading up to Christmas. Our makers / vendors will have the opportunity to work 'additional' shifts in return for reduced rent over this period (subject to availability). Our other option would be to have a few makers 'volunteer' their time to work at the shop during busy periods (which would mean, no rental increase).*

Upcoming Cycles / 'Bump in' Dates 2024 (*6 Week Commitment Period)

13 May – 23 June (EOFY Sales)

24 June – 4 August (Xmas in July)

5 August – 5 September (Father's Day, 1st Day of Spring)

16 September – 27 October (Pre-Festive Season)

28 October – 24 November (Festive Season) ***4 weeks**

25 November – 5 January (Christmas, New Years)



Rent + Sales Processing

Your weekly rent is paid upfront in advance - The first week's rent (minus the \$50 deposit – see below) must be paid at least one day 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 - Your sales (minus the rent and commission fee) is paid into your nominated bank account each week on a Tuesday. You will be emailed a weekly itemised report outlining all sales and rental payments.

Please note that 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.

In the unlikely event that your sales does not exceed the weekly rental payment, the amount owing will be rolled over to your following weeks sales – and any outstanding amount will be invoiced to you at the end of the month.

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 (this can take several weeks). 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?

We are currently located at Westfield Plenty Valley and will be opening our second collective at Westfield Geelong in October 2024.

Where in Plenty Valley Shopping Centre are you located?

We are 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. Please make sure you visit our store or check-out our Instagram to ascertain our current on-going makers.



Do you collect GST on sales?

All retail sales attracts GST – You will receive a weekly itemised report outlining your gross sales. It is your responsibility to hold GST if required.

What is the Commission Fee?

We deduct 10% of your sales to cover Square subscription and transaction fees (inc. Afterpay), retail bags and packaging, shelving, equipment, stationery & administration. The commission fee may reduce to 8% over peak periods such as Mother's Day and Christmas (depending on other factors). We also reduce this fee to 6.5% for our long-term vendors (Please get in touch with us if you are interested in staying long-term).

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.

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** (17 makers)

Mon 27 Nov – Sun 3 Dec **\$12,509** (18 makers)

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

Mon 11 Dec – Sun 17 Dec **\$25,180** (17 makers)

Weekly Sales, 2024 (Quietest Periods):

Mon 4 Mar – Sun 10 Mar **\$5061** (12 makers)

Mon 27 May – Sun 2 June **\$6456** (13 makers)

Mon 3 June – Sun 9 June **\$6398** (13 makers)

Do you have further questions?

Reach out to us on Instagram or email hello@prettylittlehandmade.com.au

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