

CAPITAL GUITAR WHOLESale

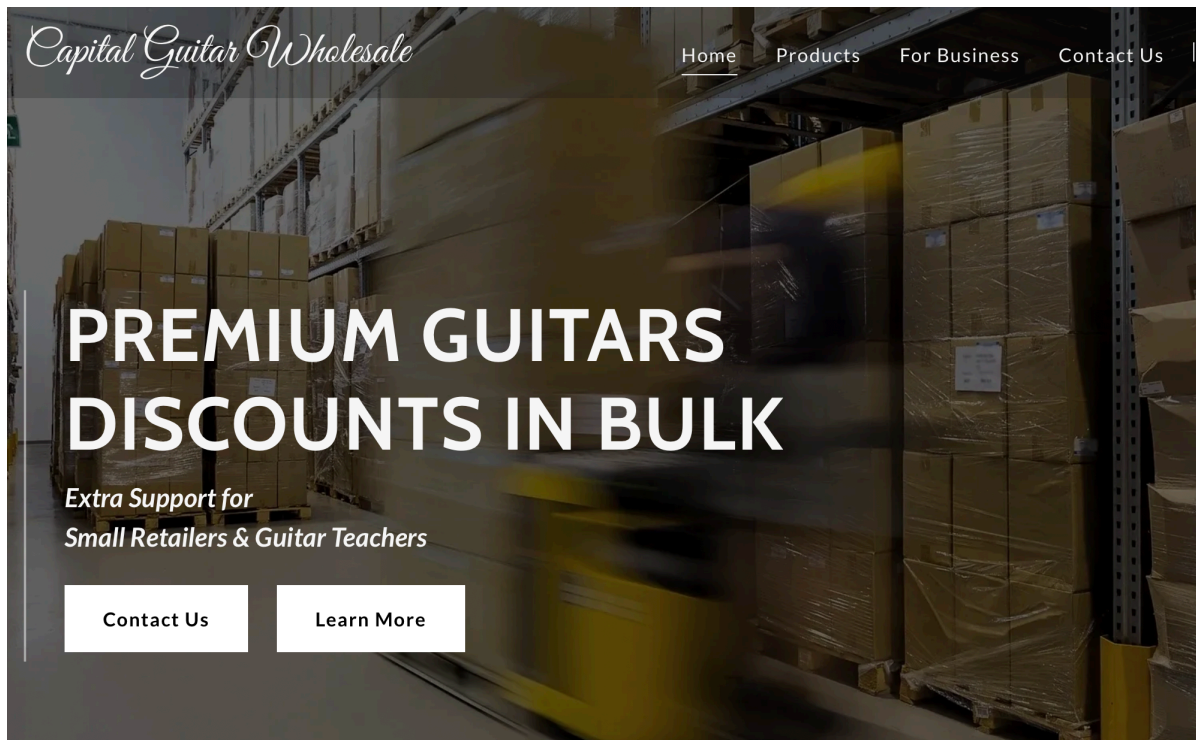
WHITE PAPER

**Serve Guitar Retailers and Educators
with Premium Guitars and Accessories**

GUITARWHOLESale.COM.AU

MENU

| | |
|------------------------------|----------|
| OUR MISSION..... | 2 |
| BUSINESS MODEL..... | 3 |
| EXTRA BENEFIT..... | 4 |
| WHOLESALE RATES..... | 5 |
| SHIPMENT..... | 6 |
| POLICIES..... | 7 |
| ORDER SIMULATION..... | 8 |
| CONTACT US..... | 9 |



OUR MISSION

Capital Guitar Wholesale is a Storage-Website based business located in Canberra. We devote ourselves to providing selected, affordable, quality guitars & accessories directly from factories. Thus, the **price** we offer is **minimised** and the **profit** of our customers is **maximised**.

We are national exclusive distributor of selected guitar factories, we provide the **most profitable** guitars only.

We provide professional before & after sale services and **extra benefit** to small guitar retailers, music schools, and individual teachers.

BUSINESS MODEL

There are two business models, i.e., [domestic order](#) and international [pre-order](#).

Domestic order enjoys [fast shipment](#) from ACT stock. [Free delivery](#) applies for orders from ACT & Queanbeyan.

Pre-order enjoys [lower wholesale price](#). It takes approximately 10 working days for production in factories and 15 working days for international shipment. [Only 15%](#) of the order face value required as the deposit before the factory production. We [compensate late deliveries](#), see details in “Policies” section. Outstanding payment after deposit only occurs before the domestic deliveries. [No domestic delivery fee](#) if customers pick up cargo from storages of logistics companies near ports.

The wholesale rate is floated by order size, business model, and extra benefit eligibilities.

[Detailed wholesale rates](#) are given in “Wholesale Rates” section (confidential version white paper only).

EXTRA BENEFIT

Extra benefit is available for **small retailers**, **music schools**, and **individual guitar teachers** which consists of **free guitar accessories*** and consignment model.

Consignment model is acceptable for up to

4 guitars for **small retailers** and **individual guitar teachers** or

6 guitars for **music schools**.

Additionally, for our customers who are eligible to extra benefit,

- a) regular social media promotion applies;
- b) clients' contact are displayed on our website including links, email, and mobile number etc.;
- c) monthly sale review is provided to replace guitars under consignment if it's needed.

* Free guitar accessories for each guitar consists of a basic guitar bag, two guitar picks, and one guitar capo.

WHOLESALE RATES

(PLEASE CONTACT OUR TEAM FOR CONFIDENTIAL VERSION)

SHIPMENT

INTERNATIONAL PART FOR PRE-ORDER:

| | Rates | Unit (per ...) |
|--|--|----------------|
| International Shipping | \$7.67 | guitar |
| Disinfection (\$0 for all plywood guitar orders) | \$440 | order |
| GST | 10%*(order face value+shipping+disinfection) | order |
| Customs clearance | \$130 | order |

DOMESTIC PART:

- Domestic delivery rates depend on that from logistics companies. No domestic delivery fees if customers pick up cargo from storages of logistics companies near port.
- Free shipping applies for domestic order from ACT or Queanbeyan.

POLICIES

BEFORE SALE:

5% additional discounts for the first order.*

We directly refund 2.5% of the order face value if late shipment occurs.**

Cancellation of pre-order is acceptable within 30 days with administration fees.***

Inspection needed if clients claim extra benefit.

AFTER SALE:

6 month of warranty. Refund is available after guitars being assessed with quality issues by our team.

Guitars are professionally examined one-by-one before shipment.****

* For instance, if a customer pre-order 120 guitars as the first order, and the discount is X% off. The final discount is $X\% \times (100\% + 5\%) = 1.05X\%$ off.

** Late shipment refers to “fail to send within 3 business days for domestic orders” or “fail to send within 30 business days for international pre-orders”. Domestic order refers to orders without a guitar out of stock in ACT storage.

*** 75% of the deposit is refundable within 7 days after placing of the order. 50% of the deposit is refundable within 14 days after placing of the order. 25% of the deposit is refundable within 30 days after placing of the order.

**** If there are lightly stained strings or frets, customers will be compensated cash for new strings or labour of polishing frets. No other flaws are accepted before sending to customers.

ORDER SIMULATIONS

(PLEASE CONTACT OUR TEAM FOR CONFIDENTIAL VERSION)

CONCLUSION

GRR for domestic order increases as order size increases.

That for international pre-order increases as order size and/or guitar RRP increase(s).

International pre-order always gains higher gross rate of return.

CONTACT US

**Serve Guitar Retailers and Educators
with Premium Guitars and Accessories**

Website: guitarwholesale.com.au

Email : info@guitarwholesale.com.au

Mobile : 0417 626 433

Address : Unit 5, 59 Tennant St, Fyshwick ACT 2609