



## "Spring" Nursery Benching & Shade house Reseller Proposal

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# Executive Summary

## What is "Spring" Bench & Shade House ?

"Spring" Nursery Benching and Shade Houses have been manufactured in Australia for over 46 years

The fully "Australian Made" products can be assembled in a few minutes without tools and be disassembled easily even after decades. Also, special sizes can be made to order at minimum cost due to no extra labor cost being required. Light weight galvanized parts are supplied in kit form to minimize delivery cost.

C-Mac's "Spring" Benching & Shade Houses are suited for different plant growers/hobbyists who want to reduce the risk of staff getting injured and having the need to increase work efficiency.

## Why should you resell "Spring" Benching & Shade houses ?

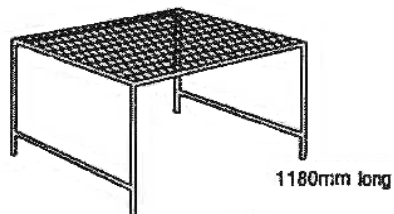
- ❑ No need to maintain any stock. Product is supplied to order from C-Mac when your customers order the product.
- ❑ 15% reseller commission per order which is less than \$1,999
- ❑ 30% reseller commission per order which exceeds \$50,000.
- ❑ Minimum go-to-market time required by reseller.
- ❑ Endorsing a brand which is well-known in the market.
- ❑ A large target audience including botanic gardens, councils, tafe/university, special growers and even hobbyists.



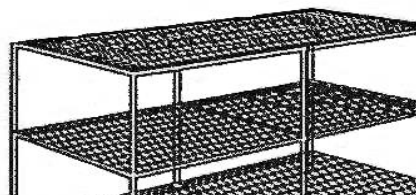


# "Spring" Nursery Benches & Shade houses | Core Products

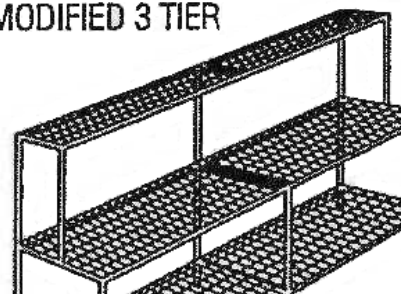
SINGLE LAYER



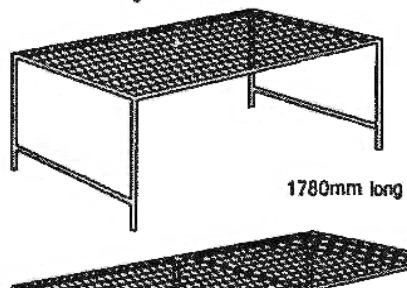
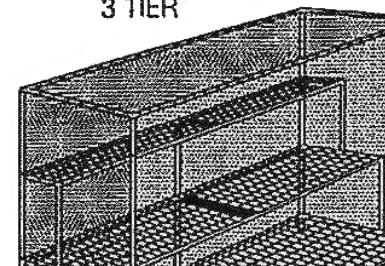
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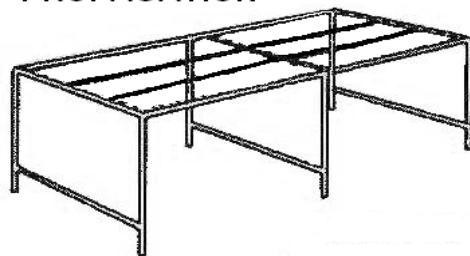
MODIFIED 3 TIER



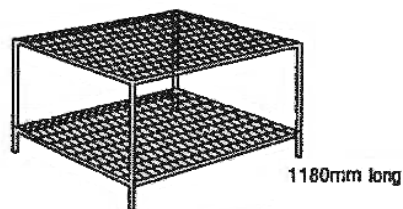
SHADE COVERED  
3 TIER



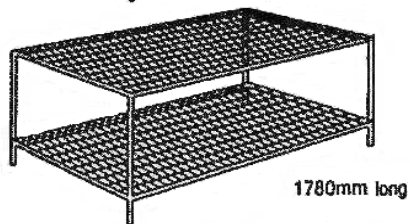
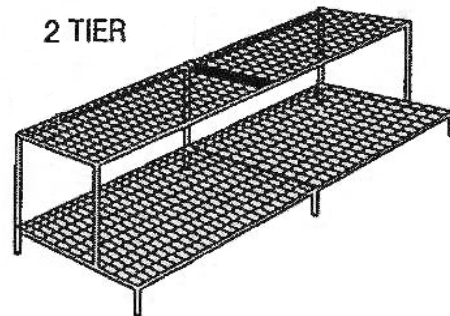
PROPAGATION



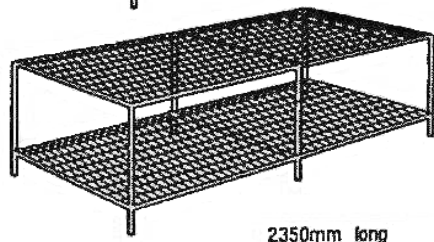
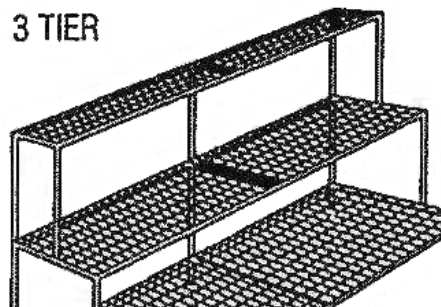
DOUBLE LAYER



2 TIER



3 TIER



## Products detail information

### Standard Sizes:

LENGTHS - 2350, 1780, 1180mm.

WIDTHS - 300, 525, 775, 1225mm.

HEIGHTS - 150, 750, 1350mm (from ground level).

\*Heavy duty galvanised steel tube 25.4 dia x 1.6mm thick walls

\*Tubes are galvanised on inside and outside surfaces

\*Galvanised MESH TOPS - 75 x 25 x 4mm diameter mesh

MULTI-LAYER BENCHES available as standard or custom built sizes.

CONTINUOUS LENGTH and SPECIAL BENCH KITS made to order.

# "Spring" Nursery Benches & Shade house | Core Products



## Shade House - Standard Sizes with Retail Price:

Model	Width & Length	Price
6x6	1830x1830	<a href="#">Click here for price list of all sizes</a>
6x8	1830x2440	
6x12	1830x3660	
6x16	1830x4880	
8x6	2440x1830	<a href="#">Click here for price list of all sizes</a>
8x8	2440x2440	
8x12	2440x3660	
8x16	2440x4880	
8x18	2440x5500	
8x24	2440x7320	
10x8	3050x2440	<a href="#">Click here for price list of all sizes</a>
10x12	3050x3660	
10x16	3050x4880	
10x18	3050x5500	
10x24	3050x7320	
12x8	3660x2440	<a href="#">Click here for price list of all sizes</a>
12x12	3660x3660	
12x16	3660x4880	
12x18	3660x5500	
12x24	3660x7320	

**All Prices Plus GST**

# Spring benching Advantages for Resellers



## Key Product Advantages

- ❑ No need to stock or pre-purchase the products. You can start without employing any capital and pay C-Mac only once you've secured an order. This enables you to stay at 0 (zero) risk, when reselling the "Spring" Benching & Shade houses.
- ❑ "Spring" Benching & Shade houses are the leading product in the market. As such, you don't have to dedicate resources to convince end users about the product. In fact, a good part of sales would result from customers directly approaching you to buy the product.
- ❑ The high quality and special functionality of the product comes from years of product experience in the market place.
- ❑ Growers in different industries grow and display their plants on benches. As such, you can cater to a very large audience.
- ❑ "Spring Benching" is a product that can be used inside a "shade house". Growers/plant hobbyists will reduce the risk of getting a back injury by no longer working off the ground and having to bend over. This also increases work efficiencies.
- ❑ The products consist of simple components making it very easy to assemble. Within a few minutes, it is assembled or disassembled. Supplied in kit form(DIY).
- ❑ Benching & Shade houses can be specially made according to your order at a minimum increase in cost because the advanced technology of manufacturing the product requires no extra labor cost.
- ❑ C-Mac is ISO 9001: 2008 quality certified which ensures procedures are maintained and continuously improved.
- ❑ One year structural warranty policy shows our confidence in the product quality. Healthy reseller commissions, directly proportional to your retail sales volume. The more you sell, the more you earn. A win-win situation for all of us!



# The Reseller Model

## Your role as a reseller

- ❑ Promote and sell "Spring" Benching & Shade houses using your various marketing methods. For each sale that you make on your own, you'll get the reseller commission.
- ❑ Recommend the product to your customers.
- ❑ Handle all the enquiries, quotes, payment and delivery. Email or fax the order to C-Mac.
- ❑ To provide customer support, C-Mac will provide back-to-back support to you, to solve any technical issues.
- ❑ Provide customer feedback to C-Mac for product development.
- ❑ Promote the product on your website with your contact details



## How would we help you?

- ❑ C-Mac will manufacture the product which will be ready to pick up by our reseller at C-Mac's warehouse at Girraween (2145).
- ❑ C-Mac will send you all the product information and provide you training on the "Spring" benching & shade houses if necessary
- ❑ C-Mac will provide you with back-to-back support for all technical issues related to our products.
- ❑ C-Mac will list your business name and website on our website helping to promote your business to our website visitors
- ❑ C-Mac will only quote the retail price to any general public person making an enquiry.

## Discount Structure

As our authorized reseller, you'll get the following commission by reselling our products. The commission is applicable per sale order. For example, if C-Mac gets an order, which is worth less than \$2,000, you'll get 15% from this order as your commission.

Level	Per Sale	Reseller Commission (%)
Bronze	\$0-\$1,999	15%
Silver	\$2,000-\$9,999	20%
Gold	\$10,000-\$50,000	25%
Diamond	Over \$50,000	30%

(GST Exclusive)

## Steps involved in selling

- As a reseller, you'll directly approach customers to sell the product.
- If potential customers inquire about the products, resellers need to work with the customer to encourage the sale by handling the inquiry and close the deals.
- Once the customer is satisfied and ready to purchase, resellers obtain the order and follow internal policies for securing and confirming the order.
- Reseller then notifies C-Mac of the sale and places an order with C-Mac.
- C-Mac will manufacture the products.
- C-Mac will issue reseller an invoice when the product is ready for pick up/delivery. Customers can pick up products from C-Mac's Girraween (postcode 2145) warehouse or you can organise the delivery for customers
- Reseller will pay C-Mac via EFT or cheque. Commission deducted as indicated on invoice at time of order.
- When the customer needs support, he can either get in touch with you or C-Mac.

## Steps to become a reseller

To sign up as a reseller, you will need to send the following details via e-mail to [aaronc@cmac.com.au](mailto:aaronc@cmac.com.au)

- Contact details
- Website link
- Your business's geographic market area
- A brief outline of how you plan to market our products.

Once we've received the above information, our marketing team will review the information and will get in touch. On accepting your proposal, C-Mac will send our Reseller Agreement and Account Application Form, for the reseller to sign and return to C-Mac. Thereafter, reseller can start to resell C-Mac's "Spring" Benching & Shade Houses. If reseller wishes to resell other C-Mac products, a different discount structure may apply.

If you have any questions please contact [steveg@cmac.com.au](mailto:steveg@cmac.com.au)  
Or call Steve on (02) 9631 6000