



Artisan Street Client Proposal

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Company Overview

Artisan Street is an e-commerce platform for a select group of small clothing designers. The platform not only works as a place to sell brands' products but also to market them to a wider consumer base. The platform creates a space for brands to grow and succeed. Brands are recognized as clients and while being on our platform they will be signed on for a certain amount of time, so that they can eventually have the choice of moving on. We hold on to our current and residing clients but continue to highlight new clients we bring on during drop periods.

The Problem at Hand

Small clothing brands are known to fail at a large rate due to market outreach struggles and cash flow problems. They are constantly torn between investing more money into marketing their product but then when sales aren't good enough, they don't have enough income coming in to continue with the pace at which they're marketing. Which leads them to either stop marketing as much or sell more, and to sell more they need to market more. Large fashion brands have marketing budgets larger than any small business could even dream of competing with. If a consumer wanted to find a small clothing designer, they would have to search high and low to get one or maybe even two options. These are creators, innovators, designers, people that create beautiful things, but they don't have the resources to effectively broadcast their talents to the public. From this, the idea of Artisan Street was born...

Why Choose Artisan Street?

- ❖ Artisan Street is a platform made for small clothing brands. Our job is to build your brand and help you succeed. We limit the amount of brands we take on to ensure each individual brand has time to shine in the spotlight.
- ❖ We dedicate multiple months of front page space for each of our clients to show off their products.
- ❖ We invest our dedicated budget into marketing the brands on our platform using our team of photographers and videographers as well as SEO and PPC marketing.

Our Mission

Artisan Street seeks to uplift and help small businesses all around the world and give them the proper tools to compete and flourish. In an industry riddled with high barriers of entry Artisan Street will give small business owners the opportunity to properly display their talents on a platform for everyone to see. Artisan Street helps companies connect with their clients, so they can focus on creating art the world can admire.

Client and Platform Relationship

1. Hand Picked brands sell the entirety of their catalog on our platform and are treated as clients to Artisan Street.
2. Artisan Street takes a percentage fee from the sales on all brands selling on the platform.
3. Artisan Street uses the money generated to invest back into marketing and exposure for the platform and in turn the brands on it.
4. While being a client of Artisan street clients can expect to be marketed by Artisan Street through Social Media, SEO, and PPC advertising, and dedicated front page space on the platform.
5. Here at Artisan Street we understand the struggles and hardships of being a small business owner and creator. Which is why when signing on as a client with Artisan Street we work alongside the brands to develop a Growth Development Plan. This plan consists of setting achievable goals for scaling the brand at specific sales and growth points across your time with Artisan Street. For the brand's sake and our own we want to ensure that you have plans in place for when the business begins to see sales amounts that are no longer achievable. Our goal is to help brands continuously meet this problem and face it with plans of increasing their labor, purchasing more equipment, buying their products in larger quantities, and any other forms of growth planning./

Projections

These are what we believe to be bottom line projections that we have calculated based on market research of historical revenue, sales, and user data across multiple Apparel E-commerce platforms.

Users (Site Wide)

	Year 1	Year 2	Year 3	Year 4
Site Visits	100,000	300,000	650,000	1,000,000
Site Unique Visits	2,600	7,500	13,500	20,000

Based on Market research and projections.

Gross Sales (Per Client)

	Year 1	Year 2	Year 3	Year 4
Gross Sales	\$41,600	\$100,000	\$175,000	\$215,000

Based on Market research and projections.

Growth Development Plan

Artisan Street collaborates with each brand to build a Growth Development Plan, which includes:

- ❖ Clear sales targets
- ❖ Scaling strategies
- ❖ Operational planning for increased demand
- ❖ Guidance on staffing, equipment, production expansion, and inventory growth

This plan ensures brands are prepared for higher sales volumes and can continue growing sustainably. Our goal is to help designers move from small-batch creators to profitable, scalable businesses.

Contract Options and Details

I. 1 Year Client Contract

- ❖ 1 year contract starting the day the contract is signed.
- ❖ Clients will be required to list all of their products on Artisan Street that are approved.
- ❖ Clients will be responsible for posting their products, listing proper price points, and modifying their front page client highlight sections.
- ❖ Clients must post products for the same price as they are posted on their own website/app or any other website/app they post their products on. (If the clients products are posted on multiple platforms the higher of the two prices will be considered the required match price for Artisan Street.)
- ❖ Fee: 13% on product sales (On the marked product sale price, not product revenue).
- ❖ Partnership between the client and Artisan Street can be canceled at any point for any reason by Artisan Street if they deem necessary, for reasons including, but not limited to:

- Repeated failure to complete orders.
 - Incidents that give a poor public image.
 - Setting different prices on the clients personal selling platform as what it is selling for on Artisan Street
 - If Artisan Street deems it necessary to move on from working with the client to open space for new clients.
- ❖ Note: Clients that sign the one year contract will not be able to sign the three year contract upon completion of the first year. After the first year is completed clients will only have the option of continuing on a one year basis for as long as they would like or the other options listed below:
- move down to one of our lower bracketed contract agreements (Listed under the Lower Bracketed Contract Agreement Section)
 - cease the partnership and stop selling on Artisan Street

II. 3 Year Client Contract

- ❖ Everything listed for the 1 year contract
- ❖ Reduced Fee (11.5%)

III. Lower Bracketed Contract Agreements

Only available after a one or three year contract

- ❖ Fee 6%: Clients will still be able to list their products on Artisan Street but no front page space will be dedicated to the client throughout the year and marketing for the client's products will cease by Artisan Street.
- ❖ Fee 1%: A link to the clients website will be listed under Artisan Streets past client's list and a bio space will be allotted for the client to fill out about their brand and company message.

Specifications and Questions

1. Does Artisan Street have any yearly recurring fees, hidden fees, or upfront fees to join the platform?
 - No. Artisan Street has no fee other than the fee they take from all generated sales. We do not believe in charging a large sum of money to either join our platform or stay on it. Instead we want to make it clear that we will only make money when you make money.
2. How do I apply?
 - Download the application from our About page on our website. Fill it out with all the necessary information and email it to Arisanstreetmarkeitng@gmail.com
3. How long does it take to hear back about my application?
 - Application reviews take 1-3 weeks and you may be contacted in that time frame for further discussion. If you have not been contacted by the end of that time frame there may have been something lost with the application so contact us and we will get back to you as soon as possible.