

DIGGIMALL VENDORS' BROCHURE



**Sell Smart
Sell On DiggiMall**

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THE ORGANIZATION

WHAT IS DIGGIMALL?

DiggiMall (www.diggimall.com) is an online shopping mall for tertiary institutions that connects vendors to buyers (students). DiggiMall removes the stress of the traditional purchasing process and provides convenience and ease of access to all kinds of products. Thus tertiary students can now easily buy items with just a click of a button, negotiate prices, and have the items delivered to them with no stress. On the other hand, the vendors are exposed to a larger market than they could have reached individually.

DiggiMall will sell every imaginable item. Categories include but not limited to: Clothing and Jewelry; Food, Grocery, and Beverages; Electronics and Accessories; Beauty and Cosmetics.

DiggiMall is a Trademark of BitDistrikt Technology and Ohnisko, Inc. The former, BitDistrikt Technologies, is a software and computer solutions and engineering company that has the ultimate aim of using computer technologies to drive changes and make significant impacts on the economy. The later, Ohnisko Inc., is a Digital Marketing and Project Management Firm that strives to build, support, manage and scale up markets, businesses and individuals using the most efficient digital strategies.



OUR CULTURE

We are a team of creative, self-disciplined, self-motivated, and data-driven professionals with a passion for inspiring each other, our clients, and everyone we encounter. We demand teamwork, innovation, creativity, resourcefulness, and attention to detail. We believe in a diligent and consistent pursuit of perfection. That's how we define excellence. We never stop improving ourselves.

OUR VALUES

Our Core Values bleed into every aspect of the business and provide a foundation for behavior, attitude, and decision making. These values define our culture and express the mentality and behaviors necessary for DiggiMall to exist and achieve our goals.

- ✚ Honesty: Members must remain loyal, truthful and trustworthy in all situations.
- ✚ Commitment: Passion for a project without the commitment to seeing it through goes to zero.
- ✚ Good customer relations and feedback
- ✚ Sacrifice: To see the vision come through, every team member must be willing not to go an extra mile, but two and more extra miles. Staying in our comfort zones will shatter the vision.
- ✚ Trust and Integrity: Being very honest with our customers and providing scrupulous professional services is a key to our success.
- ✚ Reliability: DiggiMall shall strive to be dependable at all times, meeting targets and providing quality services only.

MISSION

"Make online purchasing a natural instinct for tertiary students."

VISION

"To be the sole and ultimate retail leader for tertiary students; Known and run in every tertiary institution on the continent."



DiggiMall will be the first thought which comes into the mind of any tertiary student when there is the need to purchase a product.



WHY SELL ON DIGGIMALL?



40000 Students (Customers) on University of Ghana Campus.



Fast and Stress free Delivery



No fixed costs. Pay when you sell.



Secure and Timely Payments. Receive your Daily Sales through a Dedicated Mobile Money Account.



Professional services to help you through every step of selling online.

HOW CAN DIGGIMALL HELP GROW YOUR BUSINESS?



Join the Mall

Join the mall on <http://ug.diggimall.com>. Showcase and sell your products online across the University of Ghana Campus by using our easy to use Sellers Admin Panel.



Hassle-free Payments

We deduct our fees only after you make a sale and ensure you get timely payments. Your revenue is accounted for and received at the end of every day.



Sit back and relax

We take care of delivery for you so that you can focus on your business.



Sell Globally

Take your products global and grow with us as we duplicate on campuses all over the continent.

HOW TO SELL ON DIGGIMALL

Selling on DiggiMall is Super Simple. All you need to do is accept and discuss terms with us, provide your business details.

Mobile Money Account details and proof of your tax information.



Join the Mall.

Register and display your products on DiggiMall through easy-to-use listing tools.

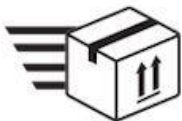
Our network of professional service providers can help you create a high quality catalogue.



Receive orders from customers

40000 Customers can view your products as soon as you go live.

As soon as you receive an order you can view and manage it using an easy to use order management dashboard.



DiggiMall delivers your orders

Your account comes enabled with [DiggiDelivery](#) - we pick products from you and deliver it straight to the customer. Enjoy fast and stress-free delivery with a best-in-class experience for your customers.



Receive payment from DiggiMall.

Payment is deposited directly into your Mobile Money account at the end of each day.

We deduct fees only after you make a sale and ensure you get timely payments.



Grow your business

- ✓ Get customized tips and suggestions to boost your performance and increase your sales.
- ✓ Keep track of your account performance through your personalized performance dashboard and customized reports.
- ✓ 24/7 access to help to resolve your queries and help you grow your business.



Expand globally.

- ✓ Take your products international and sell across the continent with DiggiMall.
- ✓ Take advantage and grow with DiggiMall.

OUR ROLE

1. PLATFORM

Provide and manage a seamless and updated platform, website and mobile application, for the management of your products, sales and accounts and for the display of products. DiggiMall will always ensure you get constant and immediate notification on all orders placed and sales made.

2. DELIVERY

We Pick and Deliver Your Products.

Your DiggiMall account already comes powered with DiggiDelivery - an end to end delivery service for sellers powered by our partner Courier Services Agent (Xprez Delivery Service). All you need to do is keep your product packed and ready and let us manage the logistics and customer service.

- Pick up from your doorstep
- Handle returns and respond to buyers
- Cash On Delivery (COD) payments



IT'S FAST: With DiggiDelivery, your products will be eligible for lightning fast delivery so that you are ready to delight your customers.



BUILD CUSTOMER TRUST: With DiggiDelivery, you get DiggiMall's fulfilled tag for your product which increases buyer recognition and helps build buyer trust.

With services like DiggiDelivery, amongst many more, we make sure you succeed in growing your business online on DiggiMall. All you have to do is register as a DiggiMall Vendor and start selling.

3. MARKETING AND PROMOTION

Manage the marketing and publicity of DiggiMall. Your efforts and contributions however, in the publicity of your products on the page will to a large extent be of great benefit to you.

Make your products stand out by advertising those using DiggiMall's Featured Products. Advertise the products you sell. Get noticed on our platform through banner advertisement, brand promotion, and social media hype.



Start Advertising with DiggiMall's Featured Products.

When you start selling on DiggiMall, boosting visibility of products is easy. Advertise the products you sell on DiggiMall through DiggiMall's Featured Products. [Send us an Email to get enrolled.](#)

YOUR ROLE

PRODUCTS

Vendors on DiggiMall are deemed to have agreed to the following terms

- ❖ Provide quality pictures of his/her product. Or outsource it to us.
- ❖ Update stock as frequent as he/she purchases them.
- ❖ Display only original and Quality Items. Provide product images that truly depict products.

PACKAGING



You will be required to process orders and arrange delivery with all reasonable care the moment receipt of confirmation of sale is received through the DiggiMall site via email and/or text message.

The delivery orders should be fulfilled within 1 working day.

The vendor is required to keep his advertised products and services available to the best of his ability. Repeated stock-outs will result in the removal of the vendor and all their products from the DiggiMall platform.

PRINCING

What Are The Fees?

It's free to join DiggiMall. Plus, your first 20 products sold on DiggiMall comes with no charges.

4%

DiggiMall will charge a 4% flat fee of every successful sale made. Depending on the category it may be appropriate to agree different commission percentages for certain items or product categories. That means, till you make a sale on our platform, you have nothing to lose. DiggiMall charges NO FEES for joining the mall and displaying your products.

Delivery Fees are paid by the customer and subsidized by DiggiMall.

NEXT STEPS

Start selling on DiggiMall.



Contact Us

Let us know if you are interested within 14 working days of receiving this proposal.



Book an In-Person Meeting

A meeting to understand and get to know each other better, and effect changes in terms where desirable and possible.



Sign Contract

The next step is to agree and sign a contract with us to seal our relationship.



Reach Customers and Start Selling

Launch with us and start growing your business leveraging on the 40000 University Community.

TERMS AND CONDITIONS

Terms & Conditions for DiggiMall Vendor's Center

1 Scope

(1) DiggiMall ("DiggiMall") owns and operates a platform in Ghana that allows merchants to sell their products to the public (university communities) over the internet. This platform is currently provided on the <http://ug.diggimall.com>, and will be provided on different websites or applications in the future.

(2) The merchant will have the opportunity to sell their products on the DiggiMall platform. DiggiMall is entitled to accept purchases on behalf of the seller. The service provided by DiggiMall is limited to referring customers to the merchant and accepting orders and payments on their behalf. In addition to this at DiggiMall's discretion they may provide the merchant with analytics about the performance of the merchants' products and additional marketing support. This support may be reflective of the agreed level of commission.

(3) The merchant authorizes DiggiMall to accept binding orders from customers on their behalf.

(4) DiggiMall may carry out changes to the website or service, or suspend the service, without notice.

2. DiggiMall's Rights and Obligations

(1) The merchant acknowledges that the relationship between customers and DiggiMall is governed by the privacy policy and the general terms and conditions, both available on the website.

(2) DiggiMall will present on the website the products listed by the seller. The merchant will be responsible for listing their own products.

(3) DiggiMall is authorized to accept binding sales on behalf of the merchant and will be careful to pass order data on to the merchant as well as technology allows.

(4) In order to maintain its reputation for quality and high standard of service, DiggiMall reserves the right to terminate the relationship with the merchant if the merchant repeatedly receives bad reviews or complaints, or fails to comply with our recommendations.

3 Merchant's Rights And Obligations

(1) The merchant is obliged to provide all the information necessary when listing a product on ug.diggimall.com. This should include but is not limited to, a detailed title and sub-title, price, quantity, picture and description. The merchant must never knowingly deceive a potential customer by misrepresenting their product/s. The merchant must notify DiggiMall of any changes to the detail of their listings while uploaded on the site.

(2) The merchant guarantees that information listed on DiggiMall relating to his products satisfies all legal requirements, and in particular satisfies information requirements for consumer protection.

(3) The merchant will be responsible for keeping an up-to-date inventory of all their products listed on DiggiMall.

(4) The merchant guarantees that the information provided by him does not violate any third party's copyright.

(5) The merchant will contact the customers no more than is necessary for processing the transactions referred by DiggiMall. In particular, the merchant will not send any advertising email or other commercial advertisements to the customer without prior agreement from DiggiMall or the expressed wish of the customer. When delivering products sold via DiggiMall, the merchant will not advertise any of DiggiMall's competitors.

(6) The merchant will process orders and arrange delivery with all reasonable care the moment receipt of confirmation of sale is received through the DiggiMall site via email and/or text message. The delivery options and time indicated on their listing is binding, orders should be fulfilled within 1 working day. The merchant is required to keep his advertised products and services available to the best of his ability. Repeated stock-outs will result in the removal of the merchant and all their products from the DiggiMall platform.

(7) If the merchant cannot fulfill an order submitted to him, he must notify DiggiMall as soon as possible, and within 1 day of receiving the order at the latest.

(8) The merchant agrees to adhere to his range of products and prices as provided to DiggiMall and as described on their listing on the website. The merchant guarantees that there are no ongoing criminal, bankruptcy or tax proceedings or other penalties outstanding in relation to the products they are selling through the platform. The merchant further guarantees to take great care to keep up-to-date his range of products, stock count, prices and associated terms and conditions, like delivery fees.

(9) The merchant representative is to provide DiggiMall with a copy of his/her valid Identity Card at the contract signature.

4 Commission

(1) The merchant agrees to pay DiggiMall a fixed percentage commission on the gross revenue from their sales made through the DiggiMall platform. Depending on the category it may be appropriate to agree different commission percentages for certain product categories.

(2) DiggiMall may start charging additional fees for the sale of goods through the DiggiMall platform at any point. These may include but are not limited to, listing fees, multiple photos fees and enhanced marketing fees. In the event of the introduction of further fees, the merchant will be notified prior to their commencement in writing and they will have the option to opt out.

(3) DiggiMall reserves the right to adjust the percentage commission, providing suitable notice is served in advance to the merchant. DiggiMall will give the merchant adequate notice of any commission changes, in writing. This does not cover adjustments that constitute a material change of the contract terms, which would require an additional agreement on the change.

5 Customer Online Payment

(1) In case of electronic payment by the customer (e.g. by credit card, debit card, or Wireless online Transfer), DiggiMall collects the payment for the relevant order in DiggiMall's name on behalf of the merchant, and pays it out to the merchant according to the invoicing agreement.

(2) The merchant will keep receipts of deliveries to customers for at least 13 months and make those available on request. In case of problems that may cause the order to be rescinded, or in case of a delivery failure, the merchant must immediately notify DiggiMall by phone so that the credit card payment may be cancelled.

(3) The merchant bears the risk of abuse of the payment medium (e.g. of credit card or debit card fraud). If a fraudulent payment has been credited to the merchant, DiggiMall reserves the right to correct the amount the merchant is invoiced to offset this payment.

6 Invoicing and Merchant Payment

(1) DiggiMall's account statements may be delivered by email, online, fax, post or in person. They include DiggiMall's claims on the merchant, revenue, paid commission, and, if applicable, other fees as stated in §4 (2).

(3) In case the vendor makes a sale on products/services on ug.diggimall.com directly, DiggiMall is bound to deduct the agreed commission and pay out net revenue to

Vendor at the end of the day. DiggiMall shall not hold vendor's money for not more than 48hrs and shall send out statement each month.

(4) Payments would be made by Mobile Money Transfer or cross Cheque from DiggiMall's Account to Vendor's Account. DiggiMall shall in no way pay out vendor's revenue in cash as DiggiMall does not transact with vendors and partners in cash.

7 Liability

(1) The merchant indemnifies DiggiMall from all claims arising in relation to matters outside DiggiMall's control, including but not limited to the quality of goods and services provided by the seller. The merchant further indemnifies DiggiMall from third parties' claims resulting from any violation of laws and regulations by the seller.

(2) DiggiMall cannot guarantee that its service will be free from all malfunctions, but will exercise all reasonable care and skill to resolve any such case.

(3) VAT liability rests with the merchant and DiggiMall will not be responsible for any VAT issues.

8 Privacy

Both parties are obliged to treat confidentially the content of this agreement, as well as all other information and data they acquire in connection with the partnership, and not use it for purposes outside the scope of this contract or pass it on to third parties. This obligation is in force for 1 year after the termination of the contract. Both parties are obliged to follow privacy laws and handle accordingly all data related to customers, suppliers and business partners.

9 License

(1) DiggiMall has the right to freely maintain the merchant's listing and its ranking on the website. DiggiMall offers customers the opportunity to give ratings and reviews of the merchant's goods and services on the website, and has the right but not the obligation to publish these online and make them visible to all customers. DiggiMall reserves the right to delete ratings and reviews.

(2) DiggiMall may scan, transcribe, and publish online the merchant's listings, logos and other materials required. The merchant grants to DiggiMall a royalty- free, perpetual, unrestricted license to use and distribute any materials provided by him, for the purpose of advertising DiggiMall's service. In particular, this includes use in Google AdWords campaigns, domain name registrations and other online marketing and search engine optimization measures.

10 Terms and termination

(1) This agreement is valid as soon as the merchant signs the contract, or fulfils an order referred by DiggiMall, and remains valid indefinitely, until termination by either party. Termination can occur at any time, with a period of notice of two months, in writing, by email, post or fax. The revenues generated during this notice period are still subject to the partnership agreement. The right to immediate termination by either party for important cause remains unaffected.

(2) The right to immediate termination in particular covers the case where the merchant repeatedly receives negative ratings and reviews on the website, and when these are not obviously unjustified. Repeatedly providing misleading information or withholding information required to present the merchant's items is also grounds for immediate termination. Typos, mistakes and transmission errors are excluded from this, as long as they are not caused with intent or by gross negligence.

11 General

(1) If a single clause in this agreement is invalid, both parties will endeavor to replace the invalid clause by a valid one that reproduces as closely as possible the intended economic meaning of the invalid clause. The validity of the rest of the agreement remains unaffected. This applies in particular if the agreement is found to be incomplete.

(2) DiggiMall reserves the right to modify its general terms and conditions without giving any justification. In that case, DiggiMall will give the merchant adequate notice via email. The notice will contain advice on the right and period of objection to the changes, and on the consequences of leaving unexercised the right to object.

(3) The changed terms and conditions are considered agreed by the merchant if he does not object to them in writing within 2 weeks of receiving notice of the changes.

(4) Any terms and conditions of the merchant are not part of this agreement unless DiggiMall expressly agrees to adhere to them in writing.



WWW.DIGGIMALL.COM