

ShopClues Sunday Flea Market: Merchant Guide

This program invites select merchants every week for a paid participation in ShopClues' most popular promotion / deal – the **Sunday Flea Market**

About the program:

* Every week few merchants are given the chance to buy a slot on SFM for a deal of their choice. This service is being offered to select few merchant partners and in the coming weeks it will be extended to all merchants.

* **Merchants need to pay nominal registration fee of just Rs.500 per deal.**

* Shopclues retains the right to evaluate all registered deals with due diligence and selecting the final deals that will run on SFM

* Registration fee will be refunded for those deals that are not included.

How to participate:

* To purchase a slot, merchants need to go to the URL shared by us in an email (As an example <http://www.shopclues.com/sunday-flea-market-listing-nov-17-2013.html>)

* Deal Price for your product must not exceed Rs.500 and keep shipping under Rs 20

* Merchant must have sufficient stocks before offering the deal

* If merchants do not fulfil all SFM orders within 36 hours, orders will be cancelled under OSLA and selling fee will be debited from their account as per our standard policy.

* For each deal, merchants will need to provide the following info when submitting a deal:

- Product url
- deal price
- quantity in stock

Pricing

The Registration fee of Rs.500 is the price paid by a merchant to buy a product placement on SFM. It should not in any way affect your pricing for the deal products.

Will the SFM deal run on TP (Total Pay-out)?

- Please keep in mind that the price you submit will be your Deal Price and **not the TP**, so you would be charged the commission fee as per your regular merchant agreement.
- Our commission will be charged on the deal price. i.e. your pay-out is the deal price - (sum of fulfillment fee, selling fee, packing fee)

As an introductory offer, we are allowing our merchants to set their own Deal Price but we urge merchants to offer a compelling deal for their product.

* Deal Price for the product must not exceed Rs.500

* Merchants must keep shipping under Rs 20

* our commission will be charged on the deal price. i.e. pay-out to merchant = deal price - (fulfillment fee + selling fee + packing fee(*if applicable*))

For e.g:

Deal price quoted by merchant = Rs.300

Shipping =Rs.10

Category Commission @ 10% = Rs.31

Fulfilment Fee (eg.for 400gms product weight) = Rs.45

Packaging Fee (if order is processed from our fulfillment center) = Rs.9

ShopClues Selling Fee = Rs.85

Merchant pay-out = Rs.310 - 85 (31+45+9) = **Rs.225** (taxes extra)

About Sunday Flea Market:

ShopClues Sunday Flea Market is our best performing deal

- * popular weekend sale for low asp products at very attractive discounts
- * SFM gets over 400 k visitors in short span of 24 hours
- * has a never- seen-before conversion rate of over 10%.
- * Merchants have consistently received anywhere between 1000 to 5000 orders per SKU
- * the number of orders received goes up exponentially every week
- * It is strongly supported by our marketing and branding efforts and has clearly proved itself a winner.