



THE LITTLE CHRISTMAS HAT PROJECT

Q&A for all international Affiliates

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Dated : 1 Aug 2011

About buying the Little Christmas Hat

Q1) Who is an Affiliate?

An Affiliate is an appointed individual/corporation who is committed to bringing the joy of this little christmas hat to the people of their city. An Affiliate believes in giving back to society, and commits at least 10% of all sales proceeds to a local charity.

Q2) What product colours do I have to choose from?

The standard and best selling colour is still the festive red hat, and that is available to all Affiliates. Limited edition new colours may be made available now and then to selected markets.

Q3) What product packaging do I have to choose from?

The recyclable PET retail packaging box is the standard packaging. In cases where you want to do street selling or mass distribution and don't need the retail packaging, you can choose the 10pc bulk pack for good cost savings.

Q4) Is there a minimum quantity to purchase to start?

Our minimum quantity to start is just 500pcs for bulk pack and 640pcs for PET box pack. Great for all fundraising projects!

Q5) Are there any contracts to sign?

All Affiliates sign a simple Memorandum of Understanding with their first purchase.

Q6) How soon can I get stocks after my order?

For quantities below 1000pcs, stocks should be available for shipping in 7 days. For larger quantities, providing 4 weeks for production will be prudent.

Q7) What shipment options are there for me to take delivery of my order?

We recommend air freight / express courier for small orders, and sea freight for larger orders.

Q8) What are your payment terms?

100% payment prior to shipment.

Q9) Do you provide free samples?

We provide up to 3 free samples. Please email your request to info@alfestco.com with your express courier number (eg FEDEX/DHL) and delivery address.

Q10) How do I place an order?

Simply email to sales@alfestco.com.



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About selling The Little Christmas Hat

Q11) Where can I sell the Little Christmas Hats?

Anywhere! You can sell in retail shops or on the streets. In carnivals or in your organisation. Online or via phone. The Little Christmas Hat is best sold in a mood of festivity, so places where people do their christmas shopping or christmas partying will be ideal. Street sales on shopping streets with the right group of sellers is proven to be very effective, but do get the necessary local licenses to do that.

Q12) Is there a fixed selling price for the Little Christmas Hat?

We have a recommended selling price for each city. You are advised to follow that, though exclusive Affiliates can set their own city selling price.

Q13) Do I get exclusive selling rights in my city? How do I get exclusive rights?

We can appoint more than one Affiliate in any city if no exclusive rights have been accorded for that city. To be the exclusive Affiliate in your city, you need to commit to an annual purchase of at least 20,000 hats for your city. Exclusive Affiliates are appointed on a first come first serve for that city. Appointments are valid for 3 years, renewable.

Q14) What other benefits do I get as an exclusive Affiliate?

For cities where we have an exclusive Affiliate, all other parties interested in purchasing the Little Christmas Hat in your city will be referred to you. Also, we will provide and/or work with you to develop some limited edition hat colours/designs that will fit your market. You will get an exclusive mini store page on our website as well.

Q15) Is it necessary to adopt a charity? Can I resell with no charity component?

One common trait in all our Affiliates is this commitment to return something to their community. Hence, we only work with Affiliates who commit to donate at least 10% of sales proceeds to their adopted charity. All Little Christmas Hats are resold with a charity component.

Q16) Can I adopt a charity in my city or elsewhere? Do I choose my own charity?

We will recommend that you adopt a charity in your city or country. If you are intending to adopt a charity in another country, do inform us so that we can ensure that there is no overlapping of interests with the local Affiliate. Yes, you choose your own charity to support.

Q17) How do you ensure that a Affiliate donates to a charity?

We require all Affiliates to provide either an audited report of their selling project, or a letter from their local charity confirming the donation. As an incentive, Affiliates will get a 5% rebate on their next order with the provision of documentation confirming the donation.

Q18) How much must I donate to charity?

A minimum of 10% of total sales proceeds should be donated to charity. You can certainly donate more if you are feeling charitable!



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About marketing The Little Christmas Hat

Q19) Can I use www.thelittlechristmashat.com to market the Little Christmas Hat in my city?

Yes you can! We will provide you with your individual city project page on our website, and will list your project on our index page. Feel free to explore with us any other ideas you may have for online marketing. We have a team of designers who might be able to help you.

Q20) Can I expect additional help to market the Little Christmas Hat in my city?

Explore with us, we are very happy to share our selling experiences! Email to info@alfestco.com.

For more enquiries, feel free to drop us a note at info@alfestco.com.

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