



## MyShelf program at The Deli

Small (and large) business entrepreneurs can now contact The Deli to list their Deli Pantry Items on our online shop. We are looking for unique products that will complement our range of products.

Your product will become part of our range of more than 500+ products focused on clients looking for pantry basics (non-perishable). Clients normally fill their basket with products from various suppliers.

In February 2023 we had a returning customer rate of 47%, with a conversion rate of just over 2%. The average returning customer rate for South Africa is 16%-22%, and the conversion rate 1.3%.

At The Deli we use the following building blocks to make sure we can market, list and deliver your product to potential buyers:

- Shopify for our online store
- A mobile app with just over 500 installs for convenient shopping (more than 75% of our customers shop on a mobile phone)
- Various payment options for potential customers (Payfast, PayFlex, EFT)
- Google Ads to market your product 24/7
- Social media marketing via Instagram (2600 followers) & Facebook (7300 followers)
- Weekly newsletter with over 3400 subscribers
- A network of various couriers to ensure that we use the best courier for any specific destination

Products adhering to the following standards will be eligible for listing on our online shop (The Deli reserves the right not to accept a product without any reason):

- Professional packaging
- Ingredients of product must be listed on the product
- Long Shelf Life (4+ months)
- All products must be non-perishable and must be able to courier for up to a week to a remote customer
- Text must be provided for the description of the product on our online store

Delivering your product to our location (9 Wyoming Street, Bellville, Cape Town) will be for your costs. We will distribute the sold products to our customers. If you are living in or around Cape Town, you can deliver products to us within 24hours from an order. If you need to courier it to us, we recommend that you stock a minimal supply with us.

The Deli will pay you monthly for products sold in the specific month. We work on a payment of 75% of the selling price. There are no other hidden fees. If we sell none of the products, you will not pay anything.