

WHO IS ELIJAH

BRAND GUIDELINES
VOLUME 1.



TABLE OF CONTENTS

1. GENERAL	PAGE 3
1.1 Who Is Elijah address	
1.2 Who Is Elijah contacts	
1.3 Who Is Elijah contact hours	
1.4 Who Is Elijah communication	
2. RETAIL MANAGMENT	PAGE 4-5
2.1 Brand Placement	
2.2 Brand Adjacencies	
2.3 Range	
2.4 Product placement	
2.5 Minimum Presentation Levels	
2.6 Product Environment (front of store)	
3. INVENTORY	PAGE 6-7
3.1 Ordering	
3.2 Minimum Order Value \$ (MOV)	
3.3 Dispatch	
3.4 Postage	
3.5 Out of Stocks	
3.6 Product Storage (back of store)	
4. INVOICING	PAGE 8
4.1 Payment Terms	
5. DEALS	PAGE 8
5.1 Promotions	
5.2 Bulk rewards	

GENERAL

1.1 WHO IS ELIJAH ADDRESS:

Unit 39, 7-9 Production Road, Taren Point, NSW, 2229, Australia.

1.2 WHO IS ELIJAH CONTACTS:

Any queries in relation to accounts, finance or purchase orders: Wholesale@whoiselijah.com.au

Any queries in relation to customer service: Info@whoiselijah.com.au

Any queries in relation to PR or Marketing: jasmine@whoiselijah.com.au

1.3 WHO IS ELIJAH CONTACT HOURS:

The Who Is Elijah team are available from 8am – 4pm Monday to Friday AEST.

1.4 WHO IS ELIJAH COMMUNICATION:

Our main method of communication at Who Is Elijah is via email and the Wholesale portal.



RETAIL MANAGEMENT

2.1 Brand Placement

It is recommended that WHO IS ELIJAH is displayed in your store at eye level.

Why?

Visibility: Displaying WHO IS ELIJAH at eye level maximises the visibility of the brand and therefore makes it easier for customers to notice and explore the range as soon as they enter your store.

Dual locations: A highly effective strategy to stimulate sales involves strategically positioning our fragrances in high traffic areas to captivate the customer's attention and leverage the power of impulse purchasing.

5mL and 10mL products are ideal for this purpose, as it's an affordable option for customers to try out new scents.

To support this, we have display units available to purchase.



2.2 Brand Adjacencies

Our primary goal is to integrate our brand seamlessly within a community of like-minded brands, where shared values and principles take centre stage.

Brand adjacencies play a large role in the success of our brand in your establishment and below are some key reasons

Why:

Enhanced Credibility: Aligning with brands that share our values reinforces our commitment to cruelty-free, Australian-made, luxury, vegan, and ethical principles. This association enhances our brand's credibility in the eyes of our customers and partners.

Increased Visibility: Being part of this collective increases our visibility within our target market. Customers seeking products that align with these values will be more likely to discover and choose our brand.

Brand Consistency: Our brand culture and ethos will remain consistent with those of our partners, creating a cohesive and unified message to customers.

Market Expansion: Collaborating with like-minded brands can open opportunities to explore new markets and customer segments that share these values.

Shared Values: Engaging with brands that uphold the same principles allows us to learn from each other and collectively work towards promoting and upholding these values.

When selecting what brand to place WHO IS ELIJAH next to or near, please carefully consider the below key factors to ensure a harmonious fit and alignment and to maintain and promote these principles:

- Cruelty-Free.
- Australian-made.
- Genderless, luxurious.
- Vegan.
- Ethically produced.
- RRP \$.
- Size.
- Promotional mechanics.

2.3 Range

Our Minimum Product Ranging policy mandates having six WHO IS ELIJAH products consistently stocked on your shelves.

This approach aims to offer a well-rounded selection of our fragrances, ensuring that customers always have choices and a variety of scents to explore.

By maintaining this minimum, you create a more enticing and visually appealing display, encouraging customers to engage with our brand and ultimately leading to increased sales. It also ensures that your customers can find the products they desire whenever they visit your store.

2.4 Product Placement

We recommend placing our fragrances in a gradual transition from left-to-right and from one fragrance to another to ensure that customers experience a smooth shift in scent profiles.

2.5 Minimum Presentation Levels

Sellable: Minimum presentation levels are recommended to be maintained at 2 units per ranged product at any given time, with a recommendation to hold 4 units on high-volume products.

Tester: Testers of each ranged product variant to be available within your establishment at any given time.

Spray cards: Spray cards of each ranged product variant to be available within your establishment at any given time.

2.6 Product Environment (front of store)

WHO IS ELIJAH fragrances should not be stored in direct sunlight or near windows. Ignoring these storage guidelines may affect the colour and scent of our fragrance.

WHO IS ELIJAH will not accept any refunds or returns in such cases.

INVENTORY

3.1 Ordering:

All orders can be placed through our self-service.
When logging in, you will receive a separate email with a one-time password.

SELLABLE:

- Who Is Elijah's EDP range, sets and 2mL's are visible and available for purchase on the wholesale portal.
- Select which products you would like to order by selecting the quantity preferred, adding the products to your cart, then processing the payment at checkout.

TESTERS:

- Who Is Elijah's testers are available in both 100mL and 50mL formats and are visible and available for purchase on the wholesale portal.
- Testers are discounted at cost by 40%.
- A maximum of 6 testers can be purchased per ranged product variant per annum.
- A tester can only be ordered when the spend for the total purchase is above the MOV \$1,000.
- Testers have the same barcode as the sellable product, however, are easily identifiable when delivered into your store as they will be labelled with a sticker "This is a tester".
- It is a requirement that there is always a tester available per product variant in store at any given time.
- Tester will be sent in a separate box then your sellable products.

SCENT CARDS:

- Who Is Elijah branded scent cards are available for purchase on the portal per product variant.
- When an order is placed for a 100mL or 50mL tester, a complimentary pack of 50 scent cards as per the product variant you have ordered will be added to your order.
- It is a requirement that Who Is Elijah Scent cards are only used with Who Is Elijah branded products and available per product variant in store at any given time.

3.2 Minimum Order Value \$ (MOV)

Our MOV is \$1,000 per order.

3.3 Dispatch:

We aim to have your order packed and ready within 10-14 days of receiving your order in our system.

High-demand seasons

Prior to seasonal or promotional periods and to optimize your restocking process, we highly recommend placing orders in advance to avoid delays.

If an order is placed throughout these periods, our processing and dispatch lead times will be increased by an addition 7 days on top of our standard 10-14-day lead time.

3.4 Postage:

Regular \$25

Express \$35



3.5 Out of Stocks:

From time to time, Who Is Elijah products may be out of stock due to demand, componentry, or shipping issues. In the instance that Who Is Elijah is out of stock of an item, 'Out of stock' will be listed on the product.

To avoid loss of sales, please see below product replacements based on scent notes:

HIS/HER - Shares similar scent notes with MORNING AFTER

MORNING AFTER - Known for its MUSK-like feature in MUSE.

EAU - Comprises the same woody as REBEL ROSE.

NOMAD - A close match to the characteristics of WALL STREET.

HER - Offers a scent profile that harmonizes with REBEL ROSE

HAZE - Includes woody notes like Gaïac Wood and Cedarwood, and NIGHTCAP also features woody elements such as West Indian Sandalwood and Cedar.

OCEAN EYE similar scents notes to our first born HIS/HER

If you require further support, please contact the Who Is Elijah Wholesale email account.

3.6 Product Storage (back of store):

- Store in a dark, dry place to protect the fragrances from direct sunlight and humidity, which can degrade the scent.
- Place the scents on a low shelf to minimize the risk of breakage or damage from accidental falls.
- Avoid excessive shaking of the fragrance bottles, as this can affect the composition of the perfume.
- Maintain a constant temperature in the storage area, avoiding extreme heat or cold, as temperature fluctuations can alter the scent.
- Rotate your stock holdings to ensure that older fragrances are used or sold first, reducing the risk of products expiring on the shelf.
- Keep the fragrance bottles upright to prevent leakage and maintain the integrity of the packaging and labels.

INVOICING

4.1 Payment Terms:

Paid on receipt.

When you place an order, there will be a section there for you to complete your payment upfront.

DEALS

5.2 Bulk rewards:

To reward you for being a long-term stockist and engaging partner, we have a tiered discount program available based on the value of your purchase.

This discount will automatically be applied to your cart when checking out.

SPEND \$	DISCOUNT %	TIER
\$7,000 - \$12,999	5%	Silver
\$13,000 - \$20,999	10%	GOLD
\$21,000+	15%	Platinum

