

Magpie™



Magpie Beauty has been inspiring people and feeding the glitter obsession since 2015. We are a family run business, with each one of us extremely passionate about what we do.

After initially launching with a small collection we have gone from strength to strength taking the nail industry by storm, a pretty big glittery one! We are incredibly proud of what we have achieved so far. In March 2017 we decided to expand our product range by launching our own Magpie Gel Colours, Lamp and auxiliary items.

Sarah Shakespeare, the founder of Magpie Beauty Ltd has over 10 years' experience within the nail industry. Just like our customers Sarah is a nail technician who is extremely passionate about her job. Sarah believes this is what makes Magpie, Magpie! At Magpie we know exactly what people want from a brand. We are a trusted, fun brand, designed by professionals, providing our customers with that little bit of something special to give to their customers. It's definitely our winning recipe.

Our products are truly outstanding; we do not retail anything less! On top of this we offer excellent customer service via email at help@magpiebeauty.co.uk, we have a fantastic support group on Facebook which has fast become a real community of likeminded nail technicians, offering hints, tips and inspirations to one another.

We welcome your interest in our products and hope that we can partner with you in our quest to make the world a more bright and sparkly one with Magpie.

Much Love... *Team
Magpie
XXX*



Distribution Information Pack

About the Opportunity

Magpie Beauty Limited is currently under-going a major new phase of growth and expansion into the UK and International markets.

For this reason Magpie Beauty Limited is searching globally for enthusiastic and motivated individuals who are excited about taking our products to market, with the view to creating their own customer base in their agreed territory of Distributor.

Interested parties should read this Information Pack and complete and return the attached Application Form.

All applications are seriously considered. Successful applicants will be presented with the relevant Agreements and wholesale pricing.

Application Process

1. Carefully read and consider the offer in this Distributor Information Pack.
2. Complete and submit the attached Application Form.
3. Magpie Beauty Limited will review your application and inform you of the outcome.
4. Successful applicants will receive a Distributor Agreement.
5. Applicants should complete and return the agreement.
6. Magpie Beauty Limited will duly execute the agreement and return a copy to the applicant.
7. Magpie Beauty Limited will send the applicant its wholesale price list and marketing guide.

How it works

- ♥ You buy products from us at a wholesale rate and on-sell them to your customers at a price you determine, minimum retail pricing applies.
- ♥ You sell the product directly to the customer, meaning that the customer pays you directly, and you are responsible for delivering the products to your customers.
- ♥ You will provide first-level support to your customers, and we will provide support to you.
- ♥ Your customers will have minimal contact with us.

Who this would suit:

- ♥ Individuals and businesses who want to build and grow a customer base of their own, whether solely or in addition to their other products and services.
- ♥ Individuals and businesses who are happy to build a relationship with their clients and provide support.



Stock

- ♥ Stock will be purchased by the distributor at the agreed minimum levels.

Our products covered by this distributorship

- ♥ Magpie Glitter
- ♥ Magpie Dusts
- ♥ Magpie Pigments
- ♥ Magpie Accessories
- ♥ Magpie Gel Colour
- ♥ Magpie Lamps



Geographic Area

We are not looking for UK distributors.

In the rest of the world our distributors operate freely in each of their respective countries without an exclusive territory contained therein. However suitably qualified applicants may be eligible for exclusive geographic territories subject to negotiation.

Marketing Guide

We have a strong social media platform to promote products successfully to a growing captive audience.

Target Markets

- ♥ Salons
- ♥ Nail Technicians
- ♥ Spa

On-going Support

We will provide you with free on-going support, training and assistance as required.

How to apply

Just fill out the attached Application Form and Confidentiality Agreement and email it to us at damien@magpiebeauty.co.uk

We will review your application within 7 business days.

Distribution Application Form

Please complete and return this form via email to:
damien@magpiebeauty.co.uk



Applicant's Details:

Your Name:

Position:

Company Name:

Trading Name:

Address:

Country:

Telephone:

Email:

Website:

I wish to apply to become an authorised **Magpie Beauty Limited Distributor**

Business Profile & Experience:

Current Industry:

Current products and services:

Do you sell competitors' products or services that may be incompatible with ours?

Yes:

No:

Please give details:

Please detail any relevant future plans for your business, including your intended use of our product lines:

Distribution Application Form

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Please complete and return this form via email to:
damien@magpiebeauty.co.uk



Business Profile & Experience (continued):

Do you have any existing relationships with customers in our target market?

Yes:

No:

Please give details:

What media and methods do you use to promote sales?

Below please feel free to tell us anything else you think may be relevant to your application.
Please attach any supporting documents you may feel are relevant.

CONFIDENTIALITY AGREEMENT

Having declared to you that, in general principle, we have a genuine interest in becoming a distributor, we now request that, in your capacity as manufacturer / supplier ("Supplier"), you provide us with a copy of the most recent information describing the arrangement ("Information").

We/I undertake that the Information will be used for no purpose other than to assist in determining whether we/I/our client wish to become an agent or distributor.

We/I agree that the Information and any other material made available to us by the Supplier or its Solicitors or obtained in meeting with any of those parties will remain strictly confidential.

To maintain the confidentiality of the material and in return for the material being made available to us we/I agree:

- that the material will be distributed on a "need-to-know basis" only to senior executives or directors of our company and consultants & financiers to the company and that such executives, directors, consultants & financiers will be bound to the terms of this agreement;
- that any copies made of the material will be for the purpose of internal corporate communications only and that a system will be instituted to facilitate the recovery of any such copies; and
- to undertake to return all material (and any copies taken) to the Supplier.

This undertaking shall not apply to information that -

- is at the time of provision or disclosure to the Company, or subsequently (through no fault of the company) becomes in the public domain;
- was already known to the company before the date thereof;
- is subsequently provided or disclosed to the company by a third person who has the right to provide or disclose it; or
- is disclosed by the company pursuant to any law or order of any court, of any governmental agency or other regulatory body with whose instructions the company is bound to comply.

Distribution Application Form

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Please complete and return this form via email to:
damien@magpiebeauty.co.uk



Business Profile & Experience (continued):

Although we/I understand that the Supplier and its Solicitors believe that the material to be provided is accurate to the best of their knowledge, we acknowledge that no representation or warranty has been made as to the accuracy or completeness of the material. We/I agree that neither the Supplier nor its Solicitors has any liability to us or to any of our representatives arising from the selection or use of the material by us or our associates.

Signature:
Name:
Business Name:
Address:
Telephone:
Email:
Date:

**PLEASE COMPLETE DETAILS ABOVE, SIGN (ELECTRONIC) EMAIL TO Magpie Beauty Limited.
Email: **damien@magpiebeauty.co.uk****

Distribution Application Form

Thank you from

*Team
Magpie
XXX*

