

A plan for the UK and Europe



about White Pebble

White Pebble is a strategic sales, marketing and distribution agency, founded by Adam Ash. White Pebble has worked on major international trade shows for over 20 years and have wide experience in bringing US companies into the UK market.

White Pebble provides

- Knowledge of UK retail market.
- In country, local contact, making reaction to market changes or customer service issues rapid and effective.
- Co-ordination of the market through a single point of contact who represents the vendor in all European operations, while the vendor retains overall control of operations and direction.
- International experience.

White Pebble marketing and logistics services in the UK include:

- Back office: order processing, distribution and despatch, follow up, invoicing, reporting and collection.
- Receiving of goods, coordinating customs clearance. Insuring VAT and duty payments are reported and accounted for.
- Warehousing and inventory management
- Customer service, including banking and credit card processing.
- EDI interface with online and key account retailers, including full compliance with Amazon Vendor Central and Amazon FBA channels
- Co-ordinating trade marketing campaign to include e-mailers, advertising, mailings and web site.
- Co-ordinating stands at sponsored trade shows, including pre show marketing and PR, build and set up, on site publicity and stand management, management of follow up.

implementation plan

■ Importation

White Pebble will act as “importer of record” for the vendor shipments. We will receive shipments in the UK and act as the direct contact for customs clearance. You have the responsibility for the payment of all appropriate duties and taxes, and the cost of transport of the goods to our warehouse. If appropriate, you can participate in our low cost consolidated shipments for delivery of goods from North America to UK.

■ Customer Service

White Pebble will act as your back office in the UK, and be your local point of contact on all customer inquiries. We would process orders, arrange for shipments and deliveries in the UK, invoice locally, set up and manage your VAT and duty account (both collection and payments). Our phone and fax would be the primary contact point for all communication with customers.

■ Warehouse and Inventory Management

There is no charge for warehousing of inventory for up to 6 months. Non-inventory items (show displays, catalogs, etc) is stored at a rate of £15/cbm/month. Goods that have not sold after 6 months incur a storage cost of £15/cbm/month.

■ Order Processing and Dispatch

Our inventory control, order processing and invoicing functions are managed through our proprietary web-based interface. You will have access to your portal, where you’ll have real-time information on orders in the system, inventory positions, and customer data.

When orders come into our office, they would be entered into our online system and transmitted to the vendor. The order would be processed and dispatched when the vendor approved the order and terms via our web-based interface. White Pebble would then:

- generate a packing list that we would use to pick and pack inventory from the warehouse
- generate an invoice under the name of the vendor
- ship order “best way”, either on bespoke fleet or via courier service. We ship 90% of orders via FedEx standard. provide tracking information with proof of delivery

■ Banking and VAT

White Pebble will not have signatory rights to any bank accounts; all access to the vendor accounts will be for deposits only. We would collect funds by:

- depositing checks in the vendor bank accounts
- capturing credit card details and processing through our processor.
- arrange for the BACS transfer of funds to the the vendor account

At month end, White Pebble will provide a reconciliation of all funds received on behalf of the vendor, and make the appropriate deposit. White Pebble would generate VAT reports for processing of quarterly VAT return.

implementation plan

■ Customer terms

White Pebble recommends that new customers settle their first order on a pro forma invoice by cheque, credit card or BACS payment. If requested, subsequent orders could go to 30 days terms, subject to satisfactory credit references gathered by White Pebble and approved by the vendor. In the rare event of delinquent payments, White Pebble would refer to a collection agency. Any costs of irretrievable debts and collection agency costs are the responsibility of the vendor.

■ Insurance

White Pebble's warehouse is fully insured and the vendor would be named on the insurance policy. The vendor may wish to consider separate insurance. Product liability insurance should also be considered.

■ Responsibilities of both parties

The relationship between the vendor and White Pebble aims to be co-operative and consultative. The vendor maintains a strong control and influence on the market, while White Pebble ensures the daily operation of the company is on track, based on agreed objectives. White Pebble expects that the vendor would support our efforts through exhibiting and staffing of trade shows, supplying printed marketing matter and web support where appropriate, and otherwise provide marketing support as needed and agreed upon.

To make the daily business run smoothly, it is essential there be a nominated contact at the vendor in the US. This contact would be responsible for approving orders and receiving other administrative queries from the UK office. The initial company, bank account and VAT set up is reasonably straightforward but can seem daunting. White Pebble will provide guidance.