

Application

Please post your completed application to:

Shop City Limited
PO Box 57
Kew 3101
Victoria

NOTE: This document is configured to restrict typing to relevant input areas only.

You may complete this document via MS Word and then print it out,

Or

You may print out the document first and then complete it manually using black or blue ball point pen.

Your Business Details

Business Name:	<input type="text"/>
A.C.N. :	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Suburb:	Post Code:
Country:	Australia
Telephone: (incl. area code)	<input type="text"/>
Facsimile: (incl. area code)	<input type="text"/>

Business Mailing Address (leave blank if same as above)

Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City/Suburb:	Post Code:
Country:	Australia

Business Contact Details

Contact Name:	<input type="text"/>
Telephone: (incl. area code)	<input type="text"/>
Email Address:	<input type="text"/>

Business Category (select with an **X** one or more categories)

- | | |
|---|--|
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Games |
| <input type="checkbox"/> Arts and Crafts | <input type="checkbox"/> Gifts |
| <input type="checkbox"/> Books | <input type="checkbox"/> Greeting Cards |
| <input type="checkbox"/> CD's | <input type="checkbox"/> Hampers |
| <input type="checkbox"/> Child Clothing | <input type="checkbox"/> Home and Garden |
| <input type="checkbox"/> DVD's | <input type="checkbox"/> Jewellery |
| <input type="checkbox"/> Electrical Goods | <input type="checkbox"/> Kitchenware |
| <input type="checkbox"/> Fabric | <input type="checkbox"/> Music |
| <input type="checkbox"/> Fashion | <input type="checkbox"/> Toys |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Travel Goods |
| Other: | |

Your Website Requirements

Shop City service fees are based on the provision of services over a 12 month contract period.

Select with an **X** the type of website you require:

Standard 3 page website (no online shop facilities)

Set-up Cost:	\$ 50.00	
Monthly Service Fee:	\$ 7.58	
Total 12 Month Cost:	\$ 140.00	(incl. GST) \$ 154.00

Entry level e-commerce website (featuring online shop for up to **20** products)

Set-up Cost:	\$ 200.00	
Monthly Service Fee:	\$ 90.00	
Total 12 Month Cost:	\$ 1,280.00	(incl. GST) \$ 1,408.00

Order Plus e-commerce website (featuring online shop for up to **100** products)

Set-up Cost:	\$ 500.00	
Monthly Service Fee:	\$ 120.00	
Total 12 Month Cost:	\$ 1,940.00	(incl. GST) \$ 2,134.00

Commission based plan (no setup or service fees)

e-commerce website (featuring online shop for up to **500** products)

Set-up Cost:	\$ 1,900.00	
Monthly Service Fee:	\$ 200.00	
Total 12 Month Cost:	\$ 4,300.00	(incl. GST) \$ 4,730.00

Commission based plan (no setup or service fees)

Your Payment Details

Visa

Master Card

Name on Credit Card:

Credit Card Number:

Expiry Date (MM/YYYY):

Payment may also be made by cheque (include with application) in Australian Dollars drawn on a Australian Bank. NOTE: Website will not be made available until cheque has been cleared.

Bandwidth Quota

All websites hosted at Shop City are subject to a bandwidth quota. Consistent usage above the allocated quota will result in a further monthly service charge being debited to your account.

What is Bandwidth?

Bandwidth can be described as the amount of data that can be transferred in a given period of time. In our case the fixed time period is one month and commences from the first day to the last day of every month.

Someone viewing your home page (or any page on your site) causes an amount of data (the content of the page) to be transferred from the website server down to the computer the person is using to browse your website. The more times pages are viewed by people browsing your website, the more Bandwidth your website consumes.

An easy analogy of your bandwidth quota is to think of it as a cake. Every time a request is made for a page on your website you give out a little piece of this cake. If you reach your bandwidth quota (i.e. run out of cake) then you will be charged for the excessive bandwidth you incur (i.e. you will have to pay for more cake).

How much Bandwidth am I allowed?

Within the annual service charge for your website an allowance is made for approximately 400 website page views per day (approximately 12,000 page views per month). This is deemed to be a typical average for a small retailer's website.

What is excess Bandwidth?

If your website **consistently** consumes more Bandwidth than the average allowance (400 page views per day) you will be charged an additional monthly service fee for the excessive Bandwidth consumption.

How much will I be charged for excessive Bandwidth consumption?

If your website **consistently** consumes more Bandwidth than the average allowance (400 page views per day) you will be charged an additional monthly service fee of **\$5.00** per each 800 pages viewed in excess of the average monthly allowance.

Business Description (attach further pages if required)

The information you provide here will be used as the basis for your website home page.

In one sentence, state explicitly what your business offers:

In one sentence, state the value of what your business offers to potential customers:

Briefly describe how the goods or services your business offers, differs from key competitors?

Please provide further general information about your business (e.g. History etc.)

NOTE: The remainder of this application should only be completed and returned if you require an online ordering facility on your website.

Currency (select with an **X** if required)

In addition to Australian Dollars, I wish to also display order totals in US Dollars

Customer Payment

Select with an **X** the available payment types you will offer to your customers:

- | | |
|---|---|
| <input type="checkbox"/> Cheque | <input type="checkbox"/> PayMate (Australia only) |
| <input type="checkbox"/> Visa | <input type="checkbox"/> Master Card |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Diner's Club |
| <input type="checkbox"/> BPay | <input type="checkbox"/> PayPal |

NOTE: Shop City does **not** process credit card transactions on your behalf. You must already have an active "Internet Merchant Service" facility for the types of credit cards you wish to accept.

An "Internet Merchant Service" facility permits you to accept payments for orders generated over the Internet from customers who are not physically present (CNP). Please contact your bank or financial institution for further information.

Shop City **can** assist in arranging online payment facilities via one of several reputable Internet Payment Service providers. Please Note: the use of such services incurs setup and transaction fees.

Yes, we would like Shop City to assist with our online payment facility

Will you allow customers to provide their credit card details via telephone?

- Yes
 No

Will you allow customers to provide their credit card details via facsimile?

- Yes
 No

Cheque Payments

If you allow payment via cheque, to whom should cheques be made payable?

PayPal Details (please complete if you offer this payment method)

If you utilise the PayPal service, please provide your PayPal email address:

Further information regarding the PayPal merchant service:

<https://www.paypal.com/row/mrb/pal=P4YSDASA3JH6G>

Select with an **X** the single currency in which PayPal payments should be charged:

- \$ Pounds Sterling
 € Euros
 \$ US Dollars

Customer Orders

Provide the contact details of the person (or department) who will handle your website orders:

Name/Department:

Telephone: (incl. area code)

Select with an **X** the single method by which you wish to receive your website orders:

- Fax (recommended)
 Email

Specify the applicable email address / fax number to which website orders should be forwarded:

Order delivery fax number: (incl. area code)

Order delivery email address:

NOTE: It is **not** our policy to forward your customers' credit card information via email. If you should elect to receive your customer orders via email, we will withhold the customer's credit card information from the applicable email order (should the customer elect to pay by credit card) and require you to contact the customer directly via telephone in order to confirm the applicable payment details.

Product Shipping Costs

Specify the charge you will apply to each order for each of the following delivery methods:

Standard parcel post:

Express Post:

International airmail:

International courier:

Product Details

Supply details of each product you wish to offer on your website.

1. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

2. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

3. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

4. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

Product Details (continued)

Supply details of each product you wish to offer on your website.

5. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

6. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

7. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

8. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

Product Details (continued)

Supply details of each product you wish to offer on your website.

9. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

10. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

11. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

12. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

Product Details (continued)

Supply details of each product you wish to offer on your website.

13. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

14. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

15. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

16. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

Product Details (continued)

Supply details of each product you wish to offer on your website.

17. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

18. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

19. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

20. Product Code:	
Product Title:	
Price (including GST):	\$
Short Description:	
Extended Description:	

Product Images

It is possible to include images of your products on your website.

In order to maintain a consistent and professional look and feel on the Shop City UK website, we require that displayed product images conform to our strict sizing requirements.

Images should be high quality JPEG or GIF files and should adhere to the following size restrictions:

Thumbnail Images (image measurements are defined in pixels)



Images can be vertically oriented as shown at left (portrait) and must adhere to the **60w x 85h** size specification.

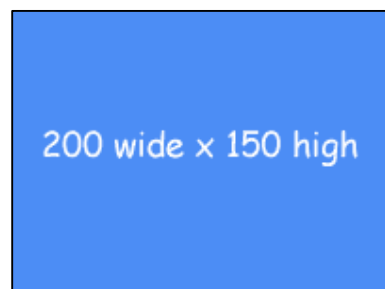


Images can also be horizontally oriented as shown at left (landscape) and must adhere to the **60w x 50h** size specification.

Full Size Images (image measurements are defined in pixels)



Images can be vertically oriented as shown at left (portrait) and must adhere to the **145w x 200h** size specification.



Images can also be horizontally oriented as shown at left (landscape) and must adhere to the **200w x 150h** size specification.