



## How does the BuySeasons drop-ship program work?

The BuySeasons drop-ship program is the perfect way for retailers expand their businesses with little or no inventory risk. Our program offers both a fully automated XML message based integration and manual order entry and inventory download system for low volume drop-shippers.

To begin having BuySeasons fulfill orders each merchant will go through the following steps:

### 1. Establish Drop-Ship Account

- Establish credit line based on credit application and references or provide a credit card to pay for fulfilled orders
- Sign the BuySeasons Drop-Ship Agreement
- Provide logo and returns information to be printed on merchant packing slip
- There is a one-time \$500 account set-up fee for all new accounts. \$400 of this fee will be applied as a credit to the account to offset the first \$400 in product, shipping and handling charges. The entire fee is non-refundable and must be paid with a check.

### 2. Establish Assortment and build items in merchant store

- BuySeasons will work with the merchant's buyers/merchandisers to create the most appropriate assortment for their online store. Item data file will be sent to the merchant via CSV or excel file to assist in building the products in the merchant's content management system
- There are more than 20,000 items in our drop-ship catalog

3. Concurrently with building out the items in the merchant's store, the merchant will need to choose how they will send BuySeasons orders and process inventory. BuySeasons has two integration methods: the manual order entry method or the automated XML Integration (the automated option will require merchant technical resources)

### *Automated XML Integration Information*

The automated integration for drop-shipping with BuySeasons involves the passing of three XML messages between the merchant's system and BuySeason's system. These messages are:

- 1. Inventory feed** - XML message sent every 15 minutes with incremental inventory updates and a daily inventory reset sent twice daily.
- 2. Order feed** - XML message from merchant containing order information. Sent every 15 minutes.
- 3. Fulfillment feed** - XML message sent to merchant with batched order status information including shipment information such as tracking numbers, cancellations or delays.

Messages will be pushed and/or pulled via Secure FTP. Full XML XSDs are provided which fully explain all field mapping and required data.

When the merchant is ready, testing of all messages, systems and shipping is done to ensure everything is working correctly.

#### *Manual Order Entry Method Information*

This method does not require any programming resources on the merchant's end. Orders you want BuySeasons to ship are manually entered into a form located within a password protected account area of our web site at [www.buyseasonsdirect.com](http://www.buyseasonsdirect.com). These orders are then processed and shipped based on the data entered.

All information about shipment status, tracking numbers and inventory is received through this web site. ***This option is only meant for low volume merchants.***

## **What Product Data Is Provided?**

Every product we carry has full and accurate product data you can use to build and merchandise items in your content management system. Data provided includes:

- High-quality (1600x1600 pixel) accurate jpeg images suitable for image zoom applications
- Accurate product shipping weight
- Accurate product shipping dimensions
- Basic product description including items included and not included with costumes
- Item categorization (i.e. Boys, Girls, Accessories, etc.)

All information supplied in this document is for discussion purposes only. All pricing is subject to change.

- Item cross-sell information
- Plus more detailed product level information

## How Much Does It Cost?

There are three items that make up the cost of our program to a merchant. Product cost, shipping cost and handling fees.

### 1. Product Pricing

Product pricing is very competitive and generally close to manufacturer list wholesale prices. This usually translates into a 30% - 40% discount off of normal retail prices. Sample price lists are available upon request.

### 2. Shipping Pricing

All shipments are sent using major domestic carriers or the USPS. We will pass along to the merchant a significant discount off retail rates for each level of service. Shipping rate tables are available and provided upon request.

- **Economy:** 6-8 business day service
- **Standard:** 3-6 business day service
- **Express:** 2-3 business day service
- **Premium:** 1-2 business day service

### 3. Drop-ship fees

Each order will be subject to a small \$3.50/order flat rate drop-ship fee.

Note: There is currently no monthly or yearly fees associated with our program. There is a one-time account set up fee (mentioned above).

For more information please contact Jon Krouse at 262-901-2000 x141 or [jkrouse@buyseasons.com](mailto:jkrouse@buyseasons.com).

## Frequently Asked Questions

**Q: Who owns my customer information?**

A: Customer data will always be owned by the merchant. They will not know that BuySeasons exists since all customer service will be handled by the merchant and all shipments are sent out 'blind' with no mention of BuySeasons or any of its retail brands.

**Q: What happens if a customer wants to return an item?**

A: The merchant owns all of the return processing. Merchant can establish whatever returns policies they are comfortable with. BuySeasons does not accept returns.

**Q: What does the shipment packaging the customer sees look like?**

A: All orders will be shipped in a high-quality craft corrugate box with a merchant branded packing slip and label with the merchant's name, address, and contact information.

**Q: What if a customer receives an incorrect shipment?**

A: The customer will contact the merchant's customer service department and then the merchant will contact their BuySeasons customer service rep to place a replacement order for their customer.

**Q: What if a customer receives damaged or defective merchandise?**

A: The customer will contact the merchant's customer service department and then the merchant will contact their BuySeasons' customer service rep to place a replacement order for their customer.

**Q: How much do I need to buy? Do you have minimum order amounts?**

A: Our program does not have any minimum order amounts or commitment levels however we do analyze each potential merchant partner to determine if sales volumes will be large enough to warrant adding the merchant to our program. Because all of our money is made by actually selling product, some small retailers may not qualify.

**Q: What are your drop-ship fees?**

A: We currently do not have any, monthly, quarterly or yearly fees. The only fees we have are transaction fees of \$3.50 per order and a one-time account set-up fee of \$500 with the majority of that set-up fee being applied as a merchandise credit.

**Q: How quickly do you ship orders?**

A: Even in October we generally ship all orders within 24 hours of receiving the order in our system. Express orders are given a priority and are generally shipped the same day if received early enough in the day.

**Q: Who do we call if we have questions or issues?**

A: Every account is assigned to a dedicated BuySeasons Account Coordinator. The AC is available by phone or email to answer questions or work through any issues that may arise. There is also a web-based account management tool that is available to look up order status information, product data, images and billing information.

**Q: How many products are available for drop-shipping?**

A: BuySeasons has about 20,000 different products in our catalog. This includes adult costumes, kid's costumes, pet costumes, accessories, seasonal décor, party supplies, and party favors.