

## DESIGNER PARTNERSHIP SCHEME

### OBJECTIVES

	I. PROJECT PARTNER	II. MUNTU DESIGNER	III. DESIGNER
<b>MUNTU project's perspective</b>	<i>Strengthen the success of project with engaged and motivated designers who share the same vision and long-term objectives with regards to Africa's economic development, and understand the need to change the narrative and image of the continent</i>	<i>Set up an economically viable way to progressively provide stock to the MUNTU Store by sharing the logistic chain risks between producers, importers, retailer, and consumers</i>	<i>Create a unique and consistent product catalogue of contemporary designers from Africa</i>
<b>Designer's perspective</b>	<i>Support the project objectives; see the benefit in having their products promoted in Brussels in a place dedicated to contemporary design from Africa; is willing to take advantage of the MUNTU Space for B2B contacts; will benefit from MUNTU Public Relations events (design fairs, lifestyle events, etc...) either organized by MUNTU or to which MUNTU participates (ex. AKA Paris) to enhance awareness of their brand</i>	<i>They support the project objectives and are willing to participate in the <b>pre-order campaigns</b> to gain a better understanding of consumer preferences and to constitute a Brussels-based stock to start or expand distribution in Europe from MUNTU STORE</i>	<i>Currently have limited interest or have limited capacity to make stock available, but are willing to be part of the MUNTU Contemporary African Design product catalogue</i>

### FACILITIES FOR DESIGNERS

	PROJECT PARTNER	MUNTU DESIGNER	DESIGNER
<b>MUNTU Space:</b>			
- Promotion of designer selected products	yes	no	no
- Free access for designer B2B meetings	yes	no	no
<b>MUNTU Concept Store:</b>			
- pre-orders	yes	yes	no
- online sales	yes	yes	yes
- direct sales	yes	yes	no
- Brussels-based stock	yes	yes	no


- B2B (tailored-made)	<i>yes</i>	<i>no</i>	<i>no (possibly later)</i>
<b>MUNTU website:</b>			
- Database designers	<i>yes</i>	<i>yes</i>	<i>yes</i>
- Blog MUNTU	<i>yes</i>	<i>yes</i>	<i>no</i>
- <a href="#">Partner</a> section	<i>yes</i>	<i>no</i>	<i>no</i>
- <a href="#">Who are we?</a> section	<i>yes</i>	<i>no</i>	<i>no</i>
<b>Visibility at external events</b>	<i>yes</i>	<i>yes</i> <i>(for pre-order-campaigns only)</i>	<i>no</i>

### MUNTU SERVICES FOR DESIGNERS

<b>Consumers and sales feedback</b>	<i>yes</i>	<i>yes</i>	<i>no</i>
<b>B2B EU contact point</b>	<i>yes</i>	<i>no</i>	<i>no</i>
<b>EU prospect management</b>	<i>yes</i>	<i>no</i>	<i>no</i>
<b>EU sales management</b> (orders, stock, shipping logistics, quality check, aftersales, etc.)	<i>yes</i>	<i>no</i>	<i>no</i>
<b>Designer/MUNTU Brand development</b>	<i>yes</i>	<i>yes</i>	<i>no</i>

### IN PRACTICAL TERMS

<b>Product availability</b>	Mid-August	End of August (Pre-campaign 1) or end of September (Pre-Campaign 2) Note: deadlines subject to change	Variable according to designer production and shipping lead times
<b>Shipping costs</b>	Designer	Shared	Consumer
<b>Visibility</b>	<ul style="list-style-type: none"> <li>- MUNTU website (<a href="#">Partner</a> and <a href="#">Who are we?</a> and <a href="#">Blog</a> sections)</li> <li>- MUNTU Designer database</li> <li>- MUNTU eStore (to be developed)</li> <li>- MUNTU Space</li> <li>- MUNTU communication support</li> </ul>	<ul style="list-style-type: none"> <li>- MUNTU website (<a href="#">Blog</a> sections)</li> <li>- MUNTU Designer database</li> <li>- MUNTU eStore (to be developed)</li> <li>- Press campaigns (Pre-Order campaigns only)</li> <li>- PR events (Pre-order campaigns)</li> </ul>	<ul style="list-style-type: none"> <li>- MUNTU Designer database</li> <li>- MUNTU eStore (to be developed)</li> </ul>

	<ul style="list-style-type: none"> <li>- All Press campaigns (MUNTU launch + pre-order campaigns)</li> <li>- All PR events (MUNTU + Pre-order campaigns + guest events)</li> </ul>	only)	
<b>Selection of products</b>	<ul style="list-style-type: none"> <li>- joint identification of relevant products for the MUNTU Space + eStore</li> </ul>	<ul style="list-style-type: none"> <li>- joint identification of relevant products for the pre-order campaigns + eStore</li> <li>- joint writing of designer description for the designer database + the pre-order campaigns);</li> <li>- good quality pictures for pre-order campaign.</li> </ul>	<ul style="list-style-type: none"> <li>- Designer to provide product technical specifications;</li> <li>- designer to send quality pictures.</li> </ul>
<b>Communication material</b>	<ul style="list-style-type: none"> <li>- designer to provide a profile and company description for the partner section, and the designer database;</li> <li>- designer to provide products for photoshoots dedicated to MUNTU WORLD promotion</li> <li>- joint writing of the article about the designer for the MUNTU Blog (to be shared on social media and with blogging partners)</li> </ul>		

For more information or any question, please contact:



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