Imagine one weekend’s stall rental at an open-air market where your success is largely dependent on the Cape’s weather conditions. Now imagine Longbeach Craft Market, situated in the heart of Noordhoek’s busy Longbeach Mall, with your crafts for sale seven days a week – whatever the weather. And would you believe it costs you less in rental than the weekend market? Plus, you get to spend your weekends doing exactly what you please without the hassle of setting up and breaking down.

Location
The all-in-one style Longbeach Mall opened its doors in 2001 and is positioned off Ou Kaapse Weg and Kommetjie Road in Sun Valley, Noordhoek. Anchor tenants are Woolworths, Clicks, Truworths, Edgars, Boardmans, Pick ‘n Pay, Ster Kinekor and Spur Steak Ranch. There is ample free and underground parking. Longbeach Craft Market is conveniently situated opposite the busy Mugg & Bean, next to Spur and at the entrance to Ster Kinekor. Exciting window displays showcase the store’s exciting stock and flank both sides of the corner store.

Catchment area
Shoppers primarily reside in the catchment areas of Noordhoek, Kommetjie, Capri, Sun Valley, Simon’s Town, Fish Hoek, Milkwood Park, Scarborough, and Clovelly. The secondary catchment areas include Muizenberg and, with the re-opening of Chapman’s Peak, will include Hout Bay.

The store
Longbeach Craft Market is laid out to accommodate a variety of craft items. The store’s décor creates an exciting and interesting craft-like shopping experience. Look down and there’s a wooden floor, look up and there’s a corrugated steel ceiling – in a shopping mall! Rental options are varied to ensure that the correct space is available to merchandise your craft item. You can choose from individual shelf display areas to entire units, hanging space or free standing displays. The store is staffed with friendly and trained sales personnel and, best of all, you don’t have to be there.

How it works
Once you have contracted your rental space, your crafts are to arrive at the store labelled, priced and reflecting a computer code (this will be supplied). You set up, restock and rearrange your display as and when you choose. If you reside out of town, you can arrange for our staff to do it for you. Storage space is available. The computer automatically credits your account with sales, less the percentage retained by Longbeach Craft Market. Your bank account will be credited at the end of each month.

Trading hours
Longbeach Mall is open from 9 am to 5.30 pm Monday to Thursday; 9 am to 6 pm Friday; 8.30 am to 5 pm Saturday; 9 am to 2 pm Sunday and public holidays. Closed Christmas, New Year’s Day, Good Friday and the day of the Argus Cycle Tour.

Advertising and marketing
Longbeach Craft Market advertises on behalf of all its crafters. Advertisements appear regularly in the local press and colour flyers are distributed on an ongoing basis throughout the catchment areas. In addition, there are also advertisements placed on DVD sleeves at various DVD stores. In-store space can be booked by crafters for product demonstrations and for additional temporary displays during peak selling periods. There are themed displays for seasonal promotions such as: Christmas, Valentine’s Day, Mother’s Day and Easter.

Advantages of Longbeach Craft Market
• Situated in an upmarket mall
• Top quality shop-fitting and exciting décor
• Excellent management system
• Open 7 days a week
• Crafters are screened to ensure only quality crafts
• Booming and vibrant catchment area
• Anchor tenants include Woolworths, Spur, Pick ‘n Pay
• Situated opposite busy stores, escalator and lift
• Close to schools.

Tel/Fax 0217857259 Email info@longbeachcraftmarket.co.za
Payments
The first month’s rental is due 2 weeks prior to your first trading day with the second and subsequent month’s rentals being deducted from the sales.
Longbeach Craft Market banking details: ABSA, Claremont code: 632005, Account no: 4059293636

Crafter’s code
Your unique code is made up of three letters (preferably your initials) followed by three digits: e.g. ALG001. Each craft item must be clearly marked with your code and the selling price. If you handwrite the code, please use block letters and ensure that both the code and the price is legible. Each different craft item should have its own code. If you have many of the same items selling at the same price but need to differentiate between colours/patterns for your own sales records, assign each colour/pattern its own code. Your personal contact details should not appear on the packaging as any enquiries or special orders will be handled by the sales staff directly with each crafter.

Signage
Each crafter occupying a full craft stall will be given a triangular wooden plaque, which is to be decorated by the crafter. Only the trading/crafter’s name/logo is to appear on this plaque: no contact details permitted.

Stock list
An initial stock list detailing your craft items’ codes and selling prices should be faxed or e-mailed no later than 2 weeks prior to occupation, for entry into the computer system. It is not necessary to include quantities on this list as only the list of codes and corresponding selling prices need to be entered.

Stock control
Please feel free to call for a status report of sales at any time during the month. You will receive a computer-generated printout that can be faxed to you. This list will help you with your stock control. In addition, our staff, who will let you know when more items are needed, and when stock is running low, will closely monitor your shelves/displays. Together, we will have to monitor stock on an honesty basis as logistically, it is impossible, and unnecessary, for us to control your access to your own stock.

Stock in shop
Please ensure that you send or deliver stock on a regular basis. Weekdays are best suitable for restocking shelves as weekends are very busy and the shop can get crowded.

15 July 2009.
I have been at Longbeach Craft Market for three years now and it has been an excellent business opportunity for me. Jenny and Johan are committed owners and managers and they always listen to requests and are never too busy to help out. The staff is also excellent: quick to let me know about orders and very good with customers. I have been at many other craft shops in the Western Cape and none compares in quality – or on any other level – to Longbeach Craft Market. The shop is very popular and is always buzzing with customers. My turnover has increased year-on-year since I’ve been with them. I wholeheartedly recommend Longbeach Craft Market to any other crafter. Thanks and regards,
Lizbé Lilly, Décor by Lizbé
Rental spaces

Crafter Stall A
Unit dimensions: 1m (w) x 45cm (d) x 2m (h)
Complete unit: R1655.00 p/m
*Alternate options
Wall hanging space: pictures/frames/mirrors etc.
Dimensions: 2m²

Floor level: R650.00 p/m
Eye-level: R730.00 p/m
Top shelf: R700.00 p/m

Shelf dimensions: 1m (w) x 45cm (d) x 65cm (h)

Crafter Stall B
Unit dimensions: 75cm (w) x 45cm (d) x 2m (h)
Complete unit: R1265.00 p/m

Floor level: R500.00 p/m
Eye-level: R595.00 p/m
Top shelf: R540.00 p/m

Shelf dimensions: 75cm (w) x 45cm (d) x 65cm (h)

Crafters Display Boards
Dimensions: 1m (w) x 2m (h)
Pegboard: R720.00 p/m

Card Hanging space
Dimensions: 1m (w) x standard card size
R195.00 p/m

Window Stall D
Dimensions: 55cm (w) x 45cm (d) x 1.4m (h)
Complete unit: R975.00 p/m

*All costs dependent on size of space required. Any other craft space options will be considered and negotiated accordingly.

Additional costs
Longbeach Craft Market retains 15% off the sale price of your products to cover direct costs such as banking, credit card charges etc. All rates above are inclusive of 15% VAT.

Included in the costs
Standardised signage board, which is to be decorated by the crafter, long/short hooks for use on the pegboard, clothing rail.

VAT
Longbeach Craft Market is VAT registered

The rates listed are valid from 01 March 2019 until 29 February 2020.
Dear Jenny, Monique and staff. Just to let you know that, as a long distance crafter, we really do appreciate your assistance in making our product sales so viable. You may remember we were a little sceptical that it would work with us being in Johannesburg. Thanks to your efficiency, it really is working out very well. Thanks too for always being so willing to stock take and for readily advising us when our stock is running low. We can see from the sales reports that our sales are definitely better when the shelves are kept full. And our biggest thank you is for always paying us so promptly – it really does help. We look forward to working with you for a very long time. Keep up the good work.

Regards,
Alan and Mandie Malan (VCM & FNT)

FAQ

Q: What if I am an out of town crafter?
A: We cater for out of town crafters as we have storage facilities available (at no extra cost). We stock the shelf on your behalf and collect from the City Bowl and Northern Suburbs weekly from a central point.

Q: What am I paying for?
A: You are paying for a 7-days-a-week shelf/stall in a busy, upmarket mall. You do not have to be there as we have sales assistants working on your behalf.

Q: What does the shop look like?
A: We have an upmarket, country-style shop with wooden floors and a corrugated ceiling. Somewhat rustic, although elegant with stylish finishings.

Q: Where are you situated?
A: We are in Longbeach mall, Noordhoek, Cape Town and situated opposite the Mugg & Bean, Spur, Musica and Wordsworth.

Q: What type of crafts are sold in the shop?
A: From glasswork to ceramics to fabric painting to decoupage and lots more. All craft items are screened for quality and workmanship.

Q: What makes you unique from other markets?
A: We are an owner-managed shop and only sell quality crafts. We consistently advertise and market on your behalf and at no extra cost to you. Our business administration is of the highest standard.

Q: What if there is a fire and I lose all my crafts?
A: We have fire insurance which will compensate you provided you have a suitable stock system.

Q: What if my products don’t sell?
A: Contractually, you are only obliged on a monthly basis. This allows you flexibility to choose your exposure.

Q: When and how will I get paid?
A: We have specialised software that manages the craftmarket concept. At the end of the month you will receive a printout of items sold. The total less our commission is paid into your bank account via EFT. You should receive your monies no later than three working days after the end of the month.

Q: What about security?
A: We have researched this matter extensively and have found that the best deterrent is to have maximum presence in the store during busy periods. Longbeach Mall also has a 24-hour security presence.

Tel/Fax 0217857259  Email info@longbeachcraftmarket.co.za

25 April 2009

Dear Jenny, Monique and staff. Just to let you know that, as a long distance crafter, we really do appreciate your assistance in making our product sales so viable. You may remember we were a little sceptical that it would work with us being in Johannesburg. Thanks to your efficiency, it really is working out very well. Thanks too for always being so willing to stock take and for readily advising us when our stock is running low. We can see from the sales reports that our sales are definitely better when the shelves are kept full. And our biggest thank you is for always paying us so promptly – it really does help. We look forward to working with you for a very long time. Keep up the good work.

Regards,
Alan and Mandie Malan (VCM & FNT)
Terms and conditions

1. General

1.1 “LCM” shall mean Longbeach Craft Market;
1.2 the “Crafter” shall mean the person or business whose details appear on the application form;
1.3 the “Premises” shall mean Shop No. 30a, Longbeach Mall, Corner Buller Louw and Sunnysdale Road, Noordhoek;
1.4 the “Commencement Date” shall mean the date allocated by LCM to the Crafter;
1.5 the “Stall” shall mean the shelf or other space as set out in the application form to which these Terms and Conditions are attached;
1.6 the “Parties” shall mean Longbeach Craft Market and the Crafter collectively.

2. The Contract

The Parties agree to enter into this contract based upon the terms set out in these conditions with effect from the Commencement Date. The monthly contract, i.e.: a month starting on the first day of a calendar month, between LCM and the Crafter, whereby the Crafter is permitted to trade, from a stall space chosen by the Crafter, and then allocated to the Crafter, at LCM. The contract comes into being upon LCM approving the Crafter’s application and the completion of the entry into its computer system. The start date then allocated by LCM to the Crafter, shall be the date of commencement of the Crafter’s right to trade at the market and the commencement of the monthly contract which is terminable by either party giving one month’s notice of termination, in writing.

3. Conditions of Contract

The Crafter acknowledges that it shall not, at any time during the currency of this contract or at any other time, have any rights whatsoever in respect of the occupation or possession of the Premises on and from which the Crafter has its stall space. At no time shall it have any right to claim any tenancy or rights to tenancy or other tenure of whatsoever nature in respect of the Premises. The Crafter shall not, at any time, do or permit to be done anything on or from the Premises which may prejudice LCM’S rights of tenancy thereof or be an infringement of LCM’S lease. Despite anything to the contrary in these Terms and Conditions, the Crafter recognises that it shall be an invitee of LCM on the Premises and accordingly shall comply strictly with all and any instructions, of whatsoever nature, given by LCM in respect of or pertaining to the Premises and/or the Crafter’s conduct on and from the premises. The Crafter acknowledges that rental may increase annually, the percentage of which will be dependent upon circumstances. The Crafter will be advised in writing preceding the date of increase by 60 days.

4. Obligations

The Crafter shall :

4.1 only exhibit for sale, those products which have been specifically approved by LCM, and limited to the products reflected in the application form signed by the Crafter, save for deletions or modifications to that list then countersigned by LCM. LCM has the sole discretion to delete items approved for sale by the Crafter from time to time and accordingly the Crafter shall be limited to trade only in products approved by LCM from time to time;
4.2 may not cede, transfer or assign its rights hereunder which it acknowledges are personal to it, nor shall it sub-let or grant any person any right to occupy or trade from its stall;
4.3 be liable to LCM for any damage caused to the Premises or property of LCM.

5. Deposit and Payments

5.1 The first month’s rental is due 2 weeks prior to your first trading day.

5.2 Longbeach Craft Market deposits, by means of electronic banking transfer, the proceeds of sales on behalf of the Crafter, directly into the Crafter’s bank account. This transfer will take place no later than the second (2nd) working day of each month.

6. Exclusion of Liability

Apart from any other rights which LCM may have in terms of these Terms and Conditions, LCM shall:

6.1 have the right, in its discretion, to appropriate any amounts received towards payment of any indebtedness or cause of debt for which the Crafter is or may be liable to LCM;

6.2 be entitled to cancel the contract summarily on notice to the Crafter should the Crafter breach any of its obligations to LCM under these Terms and Conditions or fail or neglect to carry out instructions or directions which LCM is entitled to give to the Crafter;

6.3 have the right, without needing cause or advancing any reason, to terminate the contract by giving the Crafter one (1) month’s notice of termination. In the event of such notice being given to the Crafter, or in the event of any cancellation of the contract by LCM by reason of any breach on the part of the Crafter, the Crafter shall have no claims of whatsoever nature against LCM or any one else, including without limitation its directors or staff, save for refund by LCM of any part of the deposit to which the Crafter is still entitled;

6.4 not be liable to the Crafter for any damages incurred or claimed by the Crafter and/or any member/director/agent/employee/customer or invitee of the Crafter for any reason attributable to LCM and/or its employees/directors/agents/contractors or subcontractors, for any breach of contract or duty, act of negligence (including gross negligence), including without limitation the failure of LCM to operate on any particular day or the inability of the Crafter to operate its stall or for any damage to the Crafter’s property of any description or theft of such property or riot or public disturbance of any kind.

6.5 have the right to sell Crafter’s stock once contract has been terminated and if stock has been left in the storeroom for one (1) month or longer. The proceeds of said sale shall be used to defray indebtedness.

7. General

7.1 The Crafter chooses as its domicilium citandi et executandi for all purposes arising out of or in connection with the contract, the physical address appearing on the Crafter’s application form.

7.2 LCM chooses as its domicilium citandi et executandi for all purposes arising out of or in connection with the contract its principal place of business, being Shop 30a, Longbeach Mall, cnr Buller Louw and Sunnylead Road, Noordhoek.

7.3 Any notice given by any one party to the other shall be deemed to be received by the addressee:

7.3.1 on the date on which same was delivered to the addressee’s domicilium citandi et executandi, if delivered by hand; or

7.3.2 on the fourth (4th) day after the date of posting, if sent by pre-paid registered post to the addressee’s domicilium citandi et executandi.

7.4 No alteration, cancellation, variation of or addition to these Terms and Conditions shall be of any force or effect unless reduced to writing and signed by the Parties hereto or their duly authorised representatives.
7.5 This document contains the entire agreement between the Parties and neither party shall be bound by any undertakings, representations or warranties not recorded herein.

7.6 No indulgence, latitude or extension of time, which either party (the grantor) may grant or show to the other, shall constitute a novation of these Terms and Conditions, nor shall it in any way prejudice the grantor and preclude the grantor from exercising any of its rights in the future.

7.7 The headings appearing in these Terms and Conditions have been used for reference purposes only and shall not affect its interpretation.

7.8 Unless the context clearly indicates the contrary intention, words importing any one gender shall include the other and vice versa; and the singular shall include the plural and vice versa. Natural persons shall include corporations and vice versa.

7.9 In the event of LCM having to institute legal action against the Crafter for any reason arising out of this contract, the Crafter shall be liable to pay legal costs on the attorney and client scale, including collection commission. The Crafter consents to the jurisdiction of the Magistrate’s Court in respect of any such legal action.

8. **CHRISTMAS LEVY**

8.1 A Christmas levy will be charged for the month of December due to longer trading hours and extra staff and security employed for this period. This will be deducted from the November Sales.

I hereby declare that the Terms and Conditions are read and fully understood.

Crafters signature

Full name

Signed at ________________ on this __________ day of __________ of 20__
# Application form

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Please note: Standard Terms and Conditions of trade will apply once this application has been approved by Longbeach Craft Market.

Full name

Signature of The Crafter

Signed at on the day of 20

Signature for Longbeach Craft Market

Signed at on the day of 20

Tel/Fax 0217857259 Email info@longbeachcraftmarket.co.za