

Liz Cook Charts

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INTERNATIONAL DISTRIBUTION

The most widely used, and sold, of my products is the Vitamin and Mineral Chart. It shows some of the key plant-based foods from which we can obtain our essential nutrients.

I first started selling this chart 17 years ago, and it has continued selling well – typically between 6,000 and 10,000 a year and I am seeing a big increase in sales from my website at the moment, which is great.

What am I looking for... and offering... ?

I am often asked for other language translations of the chart and so I am now looking to do just that!

What I would like to do is to find individuals, or groups, in other-language speaking countries who would like to have a business opportunity and to do what I have done, relatively easily, here in the U.K. i.e. distribute the chart.

I have already have distributors for the Dutch, German, French and Japanese versions.

I have worked out a formula for doing this that I think works well for both parties (see attached sample contract – just to give an idea). Obviously some details might change depending on who is interested and what their circumstances are.

Some more information...

I would remain responsible for the printing and quality control. The initial requirement from anyone interested would be to send me a translation of the chart and commit to

buying 3,000 charts at 90p each, subject to printing costs remaining as they are now, with the option of buying smaller or larger amounts when the 3,000 have all been sold. In exchange they would have the rights to be the sole distributor in that country and I would be on hand to give suggestions as to the type of places that sell well (health food shops, alternative therapy clinics ,animal welfare groups, vegan and vegetarian societies,etc) and to share my experience of distributing the chart.

The chart typically has a retail price of between £3.95 - £4.95 in the U.K and so buying at 90p per chart allows for a good profit margin. The new distributor can of course set the price at whatever they wish – the U.K. one is just a guideline.

And the other LIZ COOK CHARTS...

If all goes well (and it will) we also have the chance to translate some or all of my other charts...in particular I am thinking of the Yoga and Dog ones as they would lend themselves very well to a translation and so allow my international distributors to build up a range.

So please get in touch if any of this interests you. Can't wait to get going.

Very kind regards,

Liz

(sample contract appended below)

PROVISIONAL TERMS OF CONTRACT FOR TRANSLATION OF NUTRITIONAL
WALL CHART

THIS AGREEMENT DATED

Is made between

- 1) ELIZABETH COOK trading as Liz Cook Charts of 65, Lincoln Street Brighton
BN2 9UG ("the seller")

AND

- 2) _____ of _____ ("the buyer")

WHEREAS the seller is the designer, producer and copyright owner of the illustrated, laminated charts describing the essential nutrients obtainable from plant-based foods ("the charts")

AND the buyers wish to sell the charts translated into the _____ language, for which purpose the buyers have provided the seller with a translation of the chart,

IT IS HEREBY AGREED

1. The seller grants to the buyer the exclusive right to market and sell all the charts in the _____ language produced by her.
2. The seller will design and have printed at her own expense and sell to the buyer 3,000 charts in the _____ language.
3. The buyer will pay to the seller £2,700 for the charts (subject to estimates from Printer).
4. The buyer shall pay the sum of £1,350 (or 50% of total price) to the seller within 7 days of the signing of this agreement and the balance of £1,350 (or 50% of total price) within 14 days of receipt of sample charts.
5. The buyer to arrange delivery/collection of the charts at their expense or by agreement with the seller.
6. The seller reserves the right to terminate this agreement if the buyer does not purchase a further 3,000 charts within 3 years of the date of this agreement and every 3 years thereafter.
7. The seller agrees to sell further charts to the buyers at the rates of:

1,000 - 90p each
2,000+ - 80p each

(prices provisional upon finalising printing costs for printing _____ chart)

SIGNED
Date

ELIZABETH COOK

SIGNED
Date