

A Guide (Lite-version) for Working with Artisan Furniture

We're glad to know about your interest in Artisan Furniture and can't wait to welcome you to the Artisan family. You'll join a network of buyers, drop shippers and artisans with hundreds of handmade products, dozens of lines and four continents. And now you.

This is a 9-page information flyer which can be accessed for free and tells you everything about working with us and building a successful partnership.

If you are looking for a comprehensive guide, we highly recommend you getting the [Complete Guide to Dropship](#) that contains 10 short stories about dropship users and their changed lives, as well an all-encompassing document that'll give you access to everything you need to know about dropship. This edition also includes a beautiful cover by Laurence Llewelyn-Bowen that'll start your dropship journey on the right foot. A 120-page guide for £2.98, we'd say it's quite a deal.

Terminology

It is important for you to get accustomed to the terminology that we use here at Artisan Furniture in order to facilitate smooth functioning of your business. These are written below,

- **Artisan Furniture** — Artisan Furniture is the trading name of Global Vision Direct Ltd. which is in existence since the mid-1990s. Please note that this is a brand, not a legal entity.
- **Global Vision Direct Limited** — This is the legal entity registered at Regent Street in Central London. All invoices and bank to bank payments should be drawn against Global Vision Direct Ltd. as opposed to Artisan Furniture.
- **Artisans** — They are the skilled workers that form the backbone of our operation. Artisan's craft all our products by hand at our Jaipur factory and subsidiary units dotted around Northwest India.
- **Jaipur Factory** — This is our main manufacturing unit that ships our products in containers onto the port and subsequently to our distribution center in Ipswich. Note that the Jaipur Factory in most contexts also includes the subsidiary units.
- **Regent Street Office** — This refers to the registered address of Global Vision Direct Ltd. This office only takes care of taxation and compliance and should not be contacted for admin and operation reasons.
- **Westminster Office** — This is the operational and administrative office for the British wing of the company, located in the heart of London.
- **Ipswich DC** — The Ipswich Distribution Centre is strategically situated 10 miles from the port of Felixstowe. This unit handles storage and logistics of our products once they're in the UK.
- **Jaipur Office** — Also known as The Backend, this is the operational and administrative office for the Indian wing of the company, located 5 miles from our factory. This office looks after pricing, admin as well as after-hours customer support.
- **Backorder** — An order placed for a product that's not currently in stock. This would be shipped to your customer as soon as it becomes available.

- **On Demand** — A product that's not usually kept in stock. It's made specially for you once ordered and hence may have a longer processing time.
- **Dropship** — We consider a product dropship-able when there are no minimum order restrictions or minimal monthly spend. We handle storage, logistics and delivery in this case.
- **Wholesale** — This refers to container loads of products shipped to your business premises. Wholesale has minimum orders and you need to handle storage and delivery to your customers, but also has lower prices to reflect the higher quantities.
- **Bespoke** — Any piece that has been made to your specifications. This is also known as custom orders or made-to-order pieces.
- **Container** — A 20- or 40-foot rectangular metal box that stores products in transit from our factory to the Ipswich DC or your business premises.
- **Solid-wood Furniture** — We consider furniture to be solid wood if the majority of it is constituted by solid timber as opposed to substitutes such as MDF. This makes it sturdy as well as long lasting.
- **Dropship Guide** — A comprehensive guide available to buy for £2.98 that gives you access to everything you need to know about starting your dropship business and making it successful. It also includes 10 short stories about budding entrepreneurs across the British Isles that used dropship to turn their lives around and build something truly successful.
- **Trade Dashboard** — Your dashboard is the heart of your Artisan account, it's where you'll find all your important information, look at orders and returns, and generally act as the command hub of your entire operation.
- **B2B** — This is when you work with a business and not the end consumers. This is the relationship between your business and Artisan Furniture, because despite us shipping directly to your customers, we do so through third party logistics companies and take payments from you.
- **B2C** — This is when you work with the end consumers and not a business. For example; the Tesco, John Lewis and Primark model.
- **Compliance** — The set of rules and regulations that we adhere to while dealing with you. Some of these include Responsible Forestry Compliance for timber, Fire Compliance for upholstery etc.

Signup

- We offer a two tier signup system.
- You can opt for the quick signup which gives you onboarding access and takes about 30 seconds, or a full registration that gives you complete access to the website. You'll be able to look at prices, get the free onboarding call, place orders, generate reports etc. This takes less than 2 minutes.
- No credit card is required for either signup process.

Getting Started

- This is the most important part of the process.

- It is paramount for you to download all the furniture resources and information available to you on the trade account dashboard, under “[Downloads](#)”. This will give you all our product images, dimensions, descriptions etc. to put on your website.
- By the end of 2021, we expect to automate this process using API Modules. Currently, we can offer a semi-automatic process where the information can be uploaded using our CSVs. You’ll have to manually upload the bulk CSV sheets but the information has already been generated and compiled for you.
- You can upload all this information either on your own website or on approved marketplaces such as Etsy, Shopify, Onbuy, eBay etc. Regretfully, you cannot sell our products on Amazon, Wayfair or Fy.
- Our entire catalogue is available for [dropship](#) as well as [wholesale](#).
- It’s important to understand the [pros and cons](#) of dropship so you go into business knowing exactly what you have.

Pricing

- Artisan offers the most competitive pricing in the industry due to we receiving goods directly from our factory in Jaipur, India. There are no middlemen in our supply chain.
- All prices are not inclusive of VAT. VAT is added at the product checkout

Getting in touch

- Once you complete your full registration, you will have access to our dedicated customer support resources.
- This includes our [24/7 automated chat service \(Flo\)](#), an onboarding call by a senior member of our team, the ability to book phone appointments with us, as well as your customer dashboard on the website that gives you access to reports, invoices, stocks, tracking etc.
- For support over [phone](#) or emails, you’re entitled to directly contact us through the numbers/email on the website.
- You can also contact us by raising tickets on your dashboard.

Minimum order

- There are no minimum order restrictions or monthly spend criteria to work with us.

Deliveries

- Delivery is free within the UK mainland.
- However, there’s a temporary delivery surcharge to offset increasing ocean freight prices caused by the pandemic. This will be removed as soon as the shipping situations returns to normal.

- The delivery prices for locations outside the UK mainland can be checked when the product is added to your cart.
- We primarily use DHL for last mile delivery.
- For in-stock products, deliveries are within 3 working days to UK mainland.

Your Trade Account Dashboard

- Your dashboard is the heart of your Artisan account — it's where you'll find all your important information, look at orders and returns, and generally act as the command hub of your entire operation.
- It's of paramount importance for you to acquaint yourself well with the Dashboard as well as **Flo**, this will cut down on delays and let you manage your business confidently and independently.
- The Dashboard contains four major parts — Orders, Account, Support and Reports.
- *Orders* lets you view the orders in your basket.
- *Accounts* displays your billing information and personal details that must be kept up to date for smooth functioning.
- *Support* provides the option to raise tickets on potential issues and contact the team.
- *Reports* gives you access to a summary sheet of all orders you've placed up to a period of 6 months in PDF or CSV format.

Downloads

This is the key to the success of your business. A dropship business cannot function without the appropriate downloading of products from your dropship supplier to your website. Therefore, this is the first action you should undertake when starting dropshipping. The downloads and their descriptions are below.

1. Standard Dropship

Please note that we consider a product dropship-able when there are no minimum order restrictions or minimal monthly spend. Further, we expect the product to be in stock at our Ipswich Distribution Centre, in Transit or under production at our Jaipur Factory.

- **CSV Stock Export** — You can export the entire stock position of the Artisan catalogue onto your website in a CSV format. CSVs, also known as Comma Separated Values, is a file format. It's simply a non - formattable excel sheet type document that lets you transport data from our serve onto your website or e-commerce account. Please note that this format is not mobile compatible.
- **New Dropship Prices** — You can download all our new dropship prices here. Please note that VAT is added on top of these prices and this sheet is updated a couple of times a year when price changes occur.
- **Discontinued Products** — Any products that have been discontinued can be downloaded at your end here.

- **Dropship Price List** — You can download all the current product prices here. Further, this is a comprehensive that covers dimensions, product descriptions, fabric type, compliance etc. All efforts are undertaken to keep this price list as updated as possible. However, it's recommended to check on the website for the prices as well and rely on them if there's a conflict in prices.
- **Dropship C and C Price List** — Also known as the Click and Collect price list, this lets you download Click and Collect prices specifically which are lower than standard dropship prices. C and C is a service in which you personally collect products from our Ipswich Distribution Centre to ship them. The minimum quantity is 10 products per collection. Collection date will be pre-arranged with the London Office.
- **Dropship Product Images** — On average, we have 9 images of every product here. You can download them at your end.
- **Dropship Product Sketches and Dimensions** — Also known as PMS (Product Management System), this lets you download all our product sketches with dimensions here. These provide detailed sizes including internal dimensions. This is
- **Dropship Size Reference Images** — You can download a 3D bird's eye view of a product's dimensions here (height, length and breadth).
- **Dropship Line Drawings** — You can download a hand drawn outline of the product. Please note that this does not include dimensions.
- **Dropship Spinning Images** — You can download a 360-degree spinning image of every product so your customers can see it from every angle.
- **Dropship Digital Lifestyle Images** — You can download images of products digitally placed in lifestyle room environments to give customers a look and feel of how they'll look in real life. Please note that sizing here is not always to scale.
- **Dropship Assembly Instructions** — The majority of our products are shipped fully assembled, however in certain cases, the customer might need to undertake a soft assembly of the products such as screwing on legs. The instructions can be downloaded here. Please note that for fully assembled products, the download will display a message saying "No Assembly Required".
- **Dropship EAN Codes** — Also known as European Article Numbers, this is a code that identifies the manufacturer. In this case, it is the factory in Jaipur, Rajasthan, India. You can download these for your internal purposes if needed.
- **Deals Price List** — This is a constantly updating list that provides the prices for all the deals at Artisan Furniture. Items move in and out of the list frequently so make sure to keep this list updated.

2. Click and Collect

Please note that we consider an order to be Click and Collect if you collect products from our Ipswich Distribution Centre to ship them. The minimum quantity is 10 products per collection.

- **New Click and Collect Prices** — You can download all our new C and C prices here. Please note that VAT is added on top of these prices and this sheet is updated a couple of times a year when price changes occur.
- **Dropship C and C Price List** — Also known as the Click and Collect price list, this lets you download Click and Collect prices specifically which are lower than standard dropship prices. C

and C is a service in which you personally collect products from our Ipswich Distribution Centre to ship them. The minimum quantity is 10 products per collection.

- **C and C Product Images** — On an average, we have about 9 images of every product here. You can download them at your end.
- **C and C Product Sketches and Dimensions** — Also known as PMS (Product Management System), this lets you download all our product sketches with dimensions here. These provide detailed sizes including internal dimensions. This is
- **C and C Size Reference Images** — You can download a 3D bird's eye view of a product's dimensions here (height, length and breadth).
- **C and C Line Drawings** — You can download a hand drawn outline of the product. Please note that this does not include dimensions.
- **C and C Spinning Images** — You can download a 360-degree spinning image of every product so your customers can see it from every angle.
- **C and C Digital Lifestyle Images** — You can download images of products digitally placed in lifestyle room environments to give customers a look and feel of how they'll look in real life. Please note that sizing here is not always to scale.
- **C and C Assembly Instructions** — The majority of our products are shipped fully assembled, however in certain cases, the customer might need to undertake a soft assembly of the products such as screwing on legs. The instructions can be downloaded here. Please note that for fully assembled products, the download will display a message saying "No Assembly Required".
- **C and C EAN Codes** — Also known as European Article Numbers, this is a code that identifies the manufacturer. In this case, it is the factory in Jaipur, Rajasthan, India. You can download these for your internal purposes if needed.

3. Others

- **Swatches for Bespoke Furniture** — We consider bespoke furniture to be any piece that has been made to your specifications. This is also known as custom orders or made-to-order pieces. You can download swatches (representative pieces) of fabric or wood here to see what they look like. Further, you can order swatches here as well.
- **Restocking dates** — You can download all the restocking dates of our products here to ensure you know when products are coming back into stock and pass on that information to your customers.

Orders, Backorders and Processing

- Once you sell a product on your website or on your marketplace account, you can subsequently place an order with us for the product by logging in to your trade account. This process is manual for now but we aim to automate it by 2022.
- We accept debit and credit cards through our secured online payment portal as well as bank to bank transfers.

- All orders are split into individual units for efficiency and quicker turnarounds.
- If a product you ordered is not in stock, it is marked as a backorder. This will be shipped to your customer as soon as it comes into stock.
- Backorder status can be tracked all the way from our factory in Jaipur to the point of delivery.

White Label Delivery Solutions

- We do not put any labels mentioning Artisan Furniture within the product packaging.
- The packaging itself is white label with no brand names. However, the courier label on the packaging mentions Artisan Furniture. We're in the process of making this white label as well.
- Your customer will not know that the product has been shipped by us and we do not contact them.

Delivery

- The courier company will notify your customer a day prior to delivery.
- A majority of deliveries are handled by DHL.
- All deliveries are trackable and you can send your customer a white label tracking link to track the parcel
- Wasted delivery charges apply if the customer isn't available to accept, or refuses, the delivery.

International Shipments

- We ship world-wide — the complete list is available on our website.
- As the UK has left the European Union, VAT is applicable on all shipments to all shipments to EU countries.
- The rates are country specific. and can be checked online. For example, if a product is shipped to France, the French VAT rate will be applied. Duties, if any, will be applicable and can either be prepaid during checkout or the product can be shipped as "Duty Delivery Unpaid" and paid after shipment. More details are available on the website.
- We are currently in the process of setting ourselves up with IOSS (Import One Stop Shop). This will let you pay VAT and Duties at product checkout also known as Delivery Duty Paid (DDP). We expect this to go live in the latter half of 2021.
- Few products do not qualify under worldwide shipping due to their size. This information is available on the website.

Returns

- We do not offer change of mind returns as the product is sold under the business to business (B2B) category.
- All returns must be logged through the trade account dashboard or through our automated chat system **Flo**.
- All returns must be logged within 2 working days from the date of delivery. We consider delivery day as day 0. For example, if a product is delivered on Friday, you must log returns by Tuesday midnight.
- We strongly recommend you to go through the relevant link to fully understand the returns process.

Virtual Assistant **Flo**

We'll let **Flo** herself explain here! To talk to her, simply put in your full name and registered email address in the chat box when prompted. If you're looking for information specific to your account, such as orders, reports etc; put in your Security ID when prompted as well. The ID is at the top of your dashboard.

You all have been keeping me immensely busy over the past few weeks, which is all the better because what else does a static flamingo have to do to spend her time? Wildlife documentaries and reading romcoms only go so far and I do love the intellectual stimulation (and the attention) so let's keep it going! With my assessment and bonus not that far away, I feel like it's the right time to drop a little guide as to how I can be most useful. The below functions and information can be obtained without involving my human colleagues in London as well as Jaipur —

1. **Appointments** — If you'd like to speak to someone over the phone for a longer period of time or about a specific topic, you may book an appointment on the aptly named Appointments
2. **Bespoke** — If you are looking to make changes on an existing product or designing a completely new one for your purposes, I can help you out by providing information on how our bespoke function works and pointing you in the right direction.
3. **Dropship** — This section is an excellent resource to learn about what **dropship** is and how it can be useful for your business.
4. **Deals** — I have aggregated all our finest deals under one roof. These are constantly refreshed and available till stocks last. Here's one for the bargain hunters!
5. **e-guide** — Did you know, my human colleagues have written a comprehensive guide on dropship, one that also includes 10 short stories about how dropship has powered people and their businesses across the British Isles? Well you do now! It's all for just £2.99 as well.
6. **Flo** — My lovely colleagues created this page to display my strengths and weaknesses and... what more can I say? I'd say it's rather accurate, as is the rather flattering photo of me in the London office. Check this section out to know what I'm best at and where I'm still evolving , as well as to learn how to explore my knowledge.
7. **Inspire me** — I have personally chosen some of my favourite lifestyle photos of Artisan inspired homes, featuring my pretty human friends. Have a look to give yourself a spot of inspiration on what to choose, promote and sell. These are copyrighted images though and I can get quite possessive about them, so please don't use these ones on your website or social media!
8. **International** — This one is dedicated to our customers who sell products outside the UK. There are scores upon scores of countries that Artisan ships to (through shipping companies,

not flamingoes unfortunately). You can use this section to ask questions about the international side of the business as well as find specifics about the countries you wish to sell to.

9. **Invoice** — I can generate an invoice and email you a copy on your registered email address if you enter your Order ID. Do avoid printing it if you can; while I live in an office my wild brethren may not be quite as lucky. They need a home to go back to.
10. **New Signups** — I can help you with signing up if you're a new trade customer by walking you through the simple process and answering any queries you have.
11. **Orders** — After you've placed an order, you can use this section to know its progress, including tracking it. Simply enter in your order ID and I'll take care of the rest.
12. **Products** — If you have specific questions about products such as product descriptions, dimensions, internal measurements, restocking date etc, you can type in the product code and instantly find out without my human colleagues needing to look them up! The perks of spending time in cyberspace are many.
13. **Reports*** — If you're looking for an overview of your multiple orders, I can generate a report of all your orders up to a period of 6 months. Perfect for analysing how your business is progressing and sparing you the hassle of checking individual orders. I'm thoughtful that way.
14. **Returns*** — While I'm sure my artisan friends over in India have done a supreme job on the products you received, sometimes they slip through the cracks and fail to reach our high standards. It may even be logistical errors or a particularly bumpy ride on the way to your customer's home. Whatever the case, you may file a return in this section and also learn about our returns criteria. I'll be initially processing your returns before handing them off to my human colleagues for a final evaluation. They aren't quite as fast as me so please allow them 2 working days to process returns.
15. **Shipping Quote*** — I know my way around the world pretty well owing to those annual holidays to whatever water body catches my fancy. Hence, if you enter your postcode (in the case of the UK) or just the country you'd like to ship to, I can give you an idea about what it'd cost to ship a product there.
16. **Stock Availability** — Simply enter in the product code and I'll have a virtual zip around the warehouse and instantly tell you its amount of stock and the restocking date. I can also sneak in to the Jaipur factory and keep a birds eye view of our containers on the water to give you a more detailed idea about where your product is.
17. **Wholesale** — This is the section for all of you wholesale customers. You can query me about container loads, wholesale prices, and a general insight into the wholesale programme.

*Coming soon to a **Flo** near you

Useful Links

While it is always advisable to go through our website to answer any of your queries, we have listed some important links below which we advise you to go through before you start trading with us.

<https://www.artisanfurniture.net/dropshipping/b2b-and-b2c-long-distance-selling-regulations/>

<https://www.artisanfurniture.net/dropshipping/sale-of-goods-act-1979-soga-and-supply-of-goods-service-act-1982-sogasa/>

<https://www.artisanfurniture.net/terms-and-conditions/>