



Bringing luxury for males!



**Gkingdom Moonlight Enterprises Ltd
(GKML) is the official
Representative and Marketing
Partner of Chatler Perfume.
Republic of Ireland, Austria and
Africa Markets.**



CHATLER 30ml INNOVATION IN PERFUMES



Unique concept for mass market increasing usage of ml per person by appx 50% and the shelf value & advantage in eyes of consumers.



ACCESS TO FRAGRANCES NORMALLY OF RRP EUR 50+ BUT IN LITTLE % OF THAT COST

- 147 luxury fragrances unavailable for sales in mass market i.e. Dior, Creed, Lancome, Tom Ford, Versace, Yves Saint Laurent
- Exactly the same smell 1:1 but under Chatler branding or Private Label
- Even 24 hours of smell lasting
- Special discount-store price point as the answer for costs of leaving dramatic increase in Europe





QUALITY BETTER THEN OF ORIGINALS



- **100% vegan perfumes**
- **Sustainable**
- **Not tested on animals**
- **Braille language on the boxes for blind people**
- **Unique composition protecting skin against dryness**
- **Made in Poland in own factory independent from issues with Asia supplies**



BIGGER USAGE = BIGGER SALES OUT

- **Specially designed package of 30ml is possible to carry in the handbag for entire day**
- **According to our research people using Chatler 30ml use appx 50% more milliliters of perfumes per person comparing to traditional 100ml bottles which is increasing rotation of products on the shelf**
- **Special box design is increasing shelf diversity by appx 300% comparing to 100ml and advantage for consumers which is increasing sales out per meter of shelf**





CHATLER ORIGINAL BRAND PROPOSAL

- **First price in perfumes per piece**
- **Testers: 5 + 1 tester at € 0,01/pcs**
- **Complex delivery service with DB Schenker & Raben managed by us**
- **Default packing into convenient mini-displays possible to be used as shelf-displays or cash-desk-displays, free of charge**
- **Solid carton floor-stands lasting easy 3+ months as extra space if needed**





PRIVATE LABEL PROPOSAL



- Very attractive prices
- The lowest price point on the shelf per pcs of fragrance in effect
- Packing into double-layer carton boxes + outer foil + shipping carton
- Possible free configuration between smells offered normally under Chatler branding
- Made in Poland in own factory independently from Asia supply issues
- Free delivery across EU if ordered per full pallets (6480 pcs)
- Low MOQ of 1 pallet per SKU only
- Quick production within 4-5 weeks only



**Aquador My Love
Woman**



**Armand Luxury 61
Possible**



**Dolce Lady About
Blush 4ever**



**585 Gold Premium
Men**



CH Giotti Grey Men



**Aloha Gorgeous
Woman**



CH 505

**Veronic Deep Blue
Woman**



CH Good Lady Cherry



Inversus Triumph Men



**Adventure Cologne
Men**



It's Ok Classic



**CHATLER
100ml
INNOVATION
IN PERFUMES**



- **Price: € 2.25**

- Incoterms: EXW Katowice, Poland
- RRP Africa for 30ml: € 4.49 depending on local cost structure
- Transport (20%): €1.8
- Local Importer/distributor (25%): €2.25
- Local Retail (40%): 3.15+ Tax=€ 4.49
- RRP for Europe for 30ml: € 4,99/30ml
- Transport 5%: € 1,48
- Distributor: 25%: € 1,99
- Retail: 50%: € 3,99 + VAT = RRP 4,99

- **Price: € 4.5**

- Incoterms: EXW Katowice, Poland
- RRP Africa for 100ml: € 8.98 depending on local cost structure
- Transport (20%): € 3.6
- Local Importer/distributor (25%): € 4.5
- Local Retail (40%): 6.3 + Tax=€ 8.98
- RRP for Europe for 100ml: € 8.98/100ml
- Transport 5%: € 3.14
- Distributor: 25%: € 3.93
- Retail: 50%: € 5.9 + VAT = RRP 8.98

Transport

- For sea freight we use DB Schenker global forwarder via Hamburg (<https://www.dbschenker.com/global>) or you can pick goods by your courier from Poland
- For Europe we sent with Raben <https://www.raben-group.com/>
- DG/ADR handling: Perfumes are classified as Dangerous Goods and require special preparing for oversea transport – cost € 100 per pallet
- Packing: 1 pallet = 90 cartons x 12 mini-displays x 5 pcs + 1 tester
- A mini-display is our default packing way

Orders

- The Fragrance list attached is also an ordering form and logistic info source (moving to the right)
- MOQ per order is 1 pallet mixed
- MOQ per SKU is a full carton
- Order processing time is appx 2 weeks from payment
- Payment: 50% to activate the order and 50% when ready to dispatch (can be TT or L/C paid by you fully)

Support

- Free testers: buy 5 pcs get 1 tester at 0,01 €
- Special mini-displays as attached photo of current one (black) and the new to enter for sales (red)
- Possible special carton floor stands at € 70 per pcs, 23 pcs on the pallet flat for transport or 2 pcs per pallet when open
- I also attach 2 useful presentations for your revision

HOW COULD WE MOVE FORWARD

Let's discuss details
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