

STATEMENT 2024

VIRTUAL BAZAAR DEFINITION

Virtual Bazaar (VB) is a **Community** bringing local vendors together to create, sell, and learn. The community is bringing positive changes to the small local businesses and Jordanian society.

VB is not a company and not a warehouse.

1. It is a **digital space** (Website, **Directory**) for the Local Businesses, and a **Marketplace** (Online Store), created, sponsored and run by individuals and funded by the Community members.
2. It is an **educational and supportive environment** for small local businesses, helping them to develop and thrive.
3. It is an **organizer of offline events** and the **places** for the community members to sell and market, and for the buyers to meet real people behind online brands.
4. It is an **initiator of collaborations** and partnerships with the suppliers and service providers to reduce the business expenses for the community members.
5. It is a **business accelerator** giving tools and bringing opportunities to small businesses and home-based business projects for development and growth.

VB COMMUNITY PHILOSOPHY

We come together to **keep human connection** in the digital world. We emphasize the importance of recognizing people behind brands and support each other in business journey. We initiated Social Movement 'Yalla shop local!' (#yallashoplocal) to bring Jordanian vendors, buyers and supporters together.

VB COMMUNITY PRINCIPLES

- We welcome **local designers, artisans, crafters, and service providers**, who are fully committed to their businesses.
- We care about the **quality** of products and services provided by our members to create only a **positive** impact on the society.
- We **learn** to build sustainable, environment-friendly businesses.

VB PEOPLE

VB MEMBERS' ACTIONS

1. **Mastering** our products and crafts
2. **Learning** business tools
3. Consistently **acting** to build up a strong presence of our brands online by being active in social media, engaging with other members and keeping our landing pages (Showrooms) and Online Store products up to date
4. Working to create **awareness** about our products and services by participating in the offline events (Boutiques, Markets, Bazaars) and promotions (Giveaways, Expos, Sponsorships).

VB MEMBERS' RESPONSIBILITIES

1. **Share the costs** that the Community carries, such as websites, advertising, offline events by paying the members' fees on time.
2. **Support the Community** on our pages.
3. **Introduce the Community** to the third parties and potential supporters (such as suppliers, service providers, media, etc).

VB TEAM and STORY

VB is a project initiated and founded by an individual - *Anastasia Casey, current Community Leader*. The project was started and sponsored by Anastasia Casey in 2018 as WOW Shop, and since autumn 2020 it was developed into Virtual Bazaar.

VB Team consists of various professionals hired by the community leader to fulfill the Community tasks (technical support, marketing, deliveries, communication and others).

VB SPACE

VB MARKETPLACE (Online Store)

- Only Community members can place unlimited number of their products in the VB Online Store (www.virtual-bazaar.com/store).
- All listed products should have high quality product **images** on light background, detailed products **descriptions, prices, and delivery terms**.
- Each vendor is solely responsible for the **quality and safety** of his products.
- All product listings should be **up-to-date**.
- Sales **commission 10% OR yearly store's fee 70 JD** is paid to fund the store and its support.
- Each order should be properly **packed** and dropped off to the VB Team's location for delivery in the stated terms.
- VB provides free of charge storage of the products for the Online Store.
- Online Store placement is optional.
- A vendor can be restricted from the Online Store if the terms are violated.

VB DIRECTORY

- The **Directory** (www.virtual-bazaar.com/vendorsjordan) contains information about all Community members with their business details, active links to their accounts, contacts, and products' galleries.
- Each member has a branded page (**SHOWROOM**) in the Directory. The Showrooms are updated monthly by VB Team upon member's request.
- The Directory **fees** 120 JD are paid once a year to fund the website, its promotion and support.

VB EVENTS

- The events are organized **online and offline** several times a year in different locations.
- VB Team and the community members are suggesting the places and dates for the events and participate in their preparations.
- The events' **fees** are charged per table and are collected to fund the event and its advertising.
- The comfort and safety of the vendors and buyers at the events are at the highest **priority**.

- The **goal** of the events is to create places for marketing and sales as well as to connect the members to each other and to the buyers.
- The main **effect** of the events is the awareness about local products and brands.

By joining the VB Community I consent this Statement. I accept the terms and agree to the Community rules mentioned above.