



[www.doozydesserts.com](http://www.doozydesserts.com)

### Who we are:

Doozy Desserts is a nascent marketplace bringing buyers and sellers together. We are scheduled to launch in Q4'23 and will offer a delicious selection of desserts that are representative of our seller's love of sweets. Our goal is to provide the shopper with delicious desserts in accordance with their taste buds and dietary needs. We will offer traditional, vegan, or gluten free desserts.

### Our Vision:

The vision of Doozy Desserts is to be the premier bazaar and to transform the marketplace industry by focusing on the professional development of our vendors. We are vendor focused and assign our vendors a consultant to provide best practices for product display, descriptions, and pricing. Our vendors have the opportunity to showcase their amazing confections on Doozy Desserts as well as part of The House of Giles Marketplace. This allows our vendors to have greater exposure in the market and greater sales potential.

### The Competitive Edge:

Doozy Desserts offers two core advantages over our competition.

1. Vendors can offer delicious desserts and specialty services on a single platform (ex: a Bake Shop can sell their sweet treats and schedule a taste testing for a wedding cake on our platform).
2. Vendors have the ability to showcase their fabulous desserts as part of our specialized storefront, Doozy Desserts (which targets all dessert loving customers) as well as on The House of Giles Marketplace (which caters to the general public).

# Vendor Plans

## Brazen Bronze

**\$19.99** / month

Choose

20 products

Revenue up to **\$500.00**

Transaction fee: **2% + \$0.05**

Vendor microstore

This is the perfect plan to introduce your unique products to the world or just to your local community. If you are just getting started, and do not currently have a defined customer base, this is the perfect plan for you because you are taking bold and brazen step. The cost is minimal and is designed to help you focus on developing and perfecting your selling strategy from pricing to shipping/delivery/local pickup as well as providing excellent customer service. Be bold, Be Brazen!

Oh and guess what, you have 30 days to set up your store at No Charge and your very own E-business cards!!! Yes, we want you to be bold and to be brazen, but most importantly to be successful!

Just when you thought this sweet deal couldn't get any better, it just has! We will waive your monthly subscription fees for an ENTIRE YEAR! All you have to do is successfully encourage 5 vendors or more to join our marketplace for a minimum of 1 year and your monthly subscription fees are waived for the entire year! Each year you bring in 5 vendors, your monthly subscription fees will be waived for the entire year! Cha-Ching!!! That's money in your pocket that can be re-invested in your business. Think about it! When you win, we ALL win! Your success is OUR success! Join us!!!

## Successful Silver

**\$49.99** / month

Choose

50 products

Revenue up to **\$5,000.00**

Transaction fee: **3% + \$0.15**

Vendor microstore

You are a rockstar because you have already taken that bold step to financial freedom and success! Way to go! Our Successful Silver plan is perfect for you if you have established a customer base and looking to go to the next level of growth and expansion.

Oh and guess what, you have 30 days to set up your store at No Charge and your very own E-business cards!!! Yes, we want you to be bold and to be brazen, but most importantly to be successful!

Just when you thought this sweet deal couldn't get any better, it just has! We will waive your monthly subscription fees for an ENTIRE YEAR! All you have to do is successfully encourage 5 vendors or more to join our marketplace for a minimum of 1 year and your monthly subscription fees are waived for the entire year! Each year you bring in 5 vendors, your monthly subscription fees will be waived for the entire year! Cha-Ching!!! That's money in your pocket that can be re-invested in your business. Think about it! When you win, we ALL win! Your success is OUR success! Join us!!!

## Golden

**\$99.99** / month

Choose

Unlimited products

Revenue up to **\$50,000.00**

Transaction fee: **4% + \$0.15**

Vendor microstore

You are Golden! Join this plan to enjoy continued success and to expand your brand locally, nationally, and/or internationally. The world is your oyster and you deserve a bite of it. Let's scale your business up and focus on targeting buyers with deeper pockets and possibly more refined appreciation of style and decorum. It is time for you to level up.

Oh and guess what, you have 30 days to set up your store at No Charge and your very own E-business cards!!! Yes, we want you to be bold and to be brazen, but most importantly to be successful!

Just when you thought this sweet deal couldn't get any better, it just has! We will waive your monthly subscription fees for an ENTIRE YEAR! All you have to do is successfully encourage 5 vendors or more to join our marketplace for a minimum of 1 year and your monthly subscription fees are waived for the entire year! Each year you bring in 5 vendors, your monthly subscription fees will be waived for the entire year! Cha-Ching!!! That's money in your pocket that can be re-invested in your business. Think about it! When you win, we ALL win! Your success is OUR success! Join us!!!



# Vendor Plans

## Platinum

**\$199.99** / month

Choose

Unlimited products

Revenue up to \$1,000,000.00

Transaction fee: 5% + \$0.15

Vendor microstore

All hail the King/Queen of The House of Giles Marketplace!!! You have not only taken the bold step to be your own boss, but you have worked hard to achieve a level of success others are afraid to dream of! We tip our hats to you! Now let's go further! This plan is perfect for you to become a fixture in your community as well as nationwide and internationally. We want your brand to be recognized amongst consumers everywhere as providing phenomenal products and unprecedented customer service. You have come this far and we know you can go further. Let's do this!

Oh and guess what, you have 30 days to set up your store at No Charge and your very own E-business cards!!! Yes, we want you to be bold and to be brazen, but most importantly to be successful!

Just when you thought this sweet deal couldn't get any better, it just has! We will waive your monthly subscription fees for an ENTIRE YEAR! All you have to do is successfully encourage 5 vendors or more to join our marketplace for a minimum of 1 year and your monthly subscription fees are waived for the entire year! Each year you bring in 5 vendors, your monthly subscription fees will be waived for the entire year! Cha-Ching!!! That's money in your pocket that can be re-invested in your business. Think about it! When you win, we ALL win! Your success is OUR success! Join us!!!

## Online Store Creation

**\$550.00**

Choose

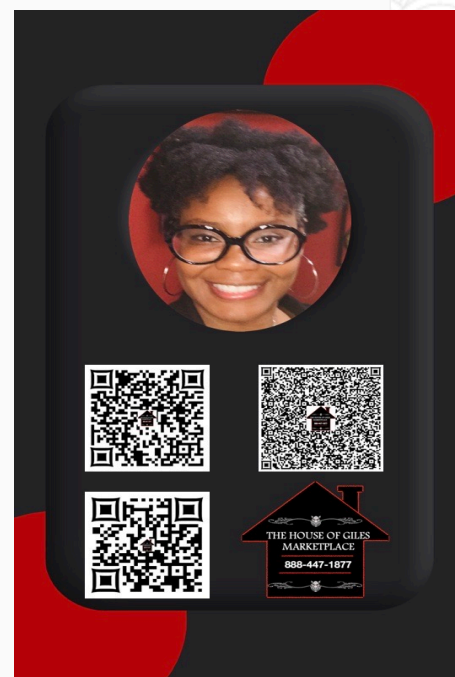
20 products

Unlimited revenue

Vendor microstore

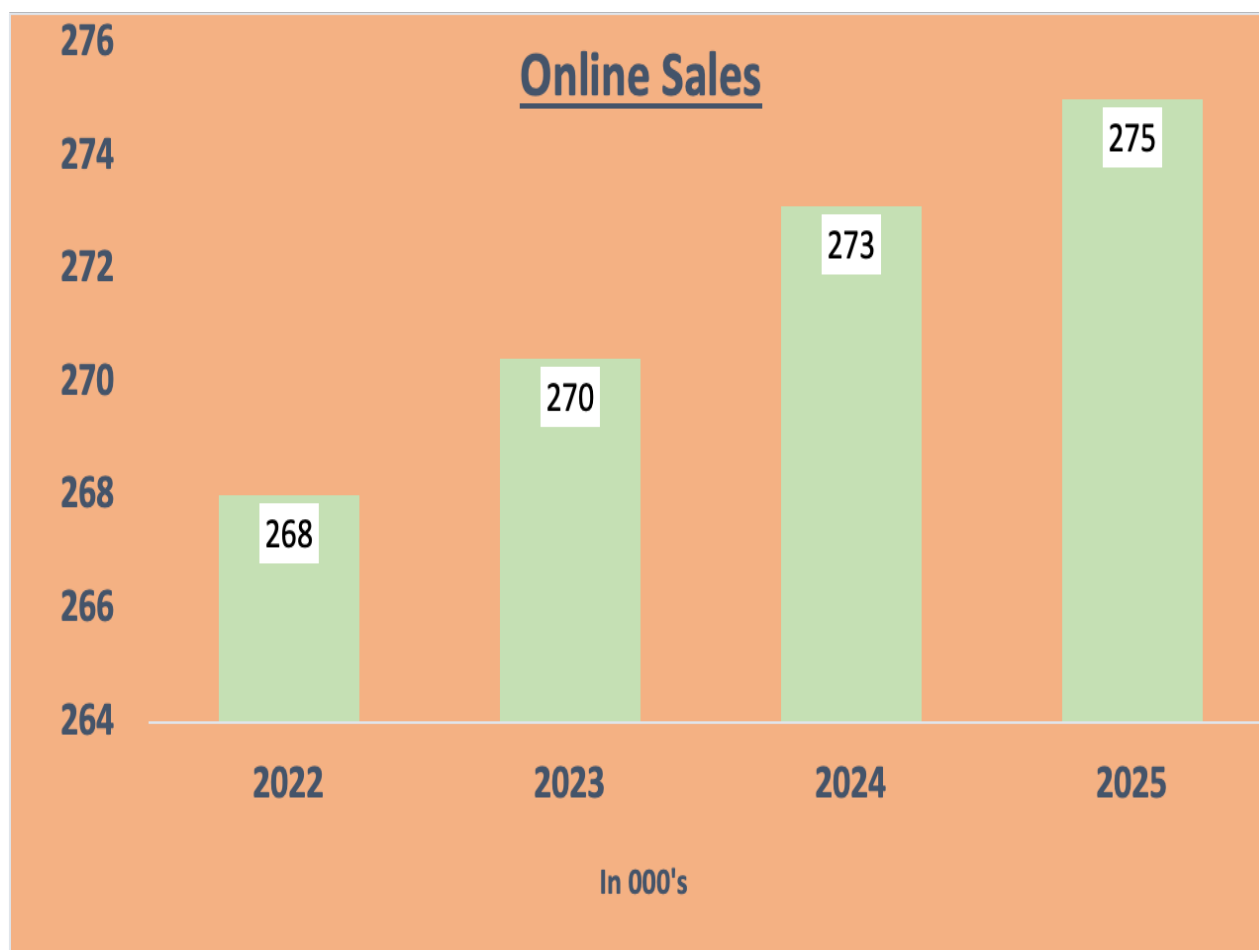
Guess what, you have the option to create your own store (which is strongly advised) or you can let us create your store for you. All you need to do is to add this option to your plan and our technical team will reach out to you for your store details (i.e. products, descriptions, pricing, you get the point). The online store set up fee is non-refundable.

**E-Business Card Sample:** Cards will be loaded with your logo, QR codes with your contact information, website, and/or SMS. You can provide your preferred information.

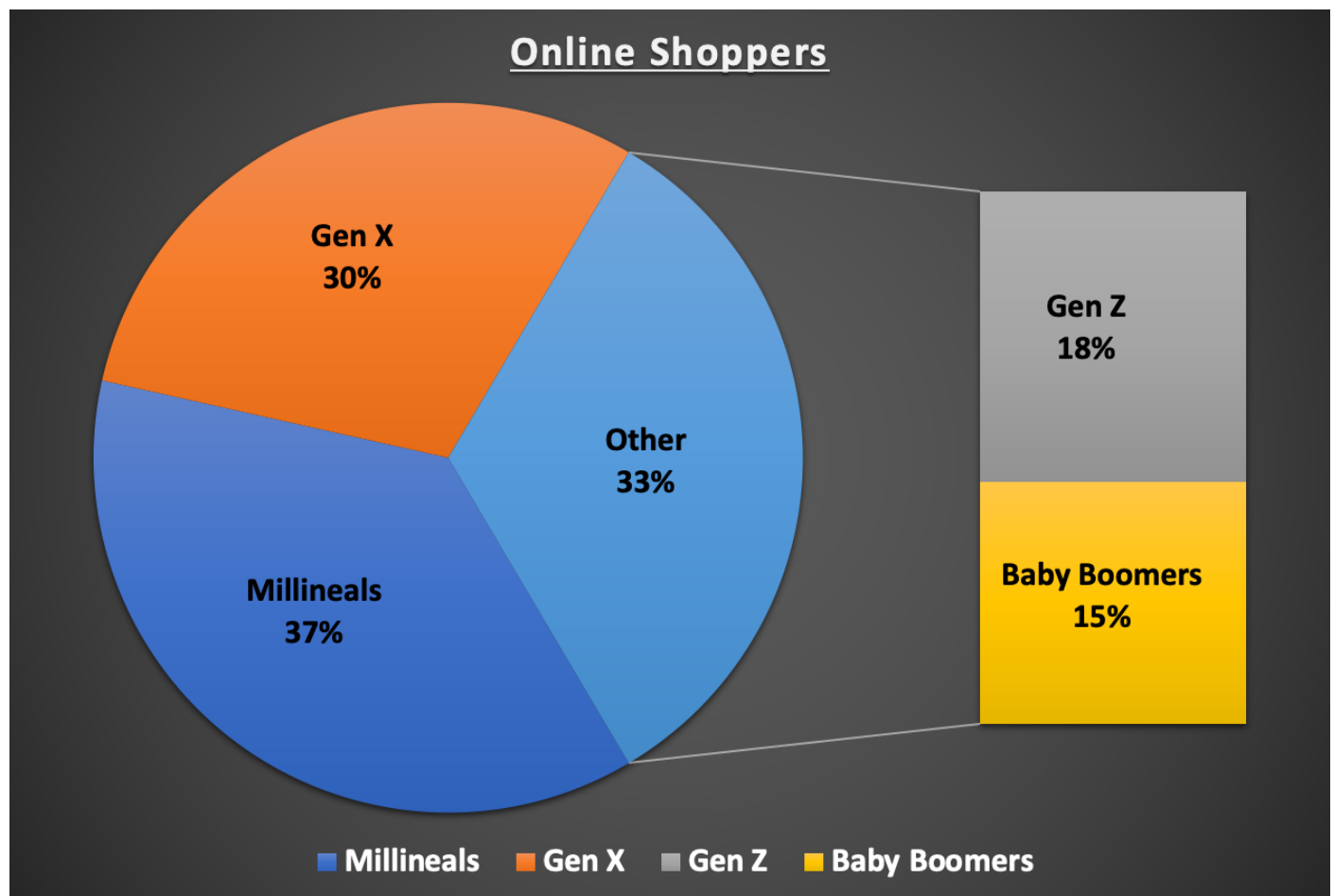


## Market Opportunity:

Approximately 70% of Americans shop online. In 2022, 268 million Americans made online purchases. Online shopping in the US alone represents 18% of the global e-commerce. Worldwide, there have been 2.64 billion online shoppers as of the end of the first quarter of 2023! This represents 33.3% of the population worldwide. In other words, 1 out of every 3 people shops online!



Millennials account for 37% of All American digital buyers, followed by Gen X (30%), Gen Z (18%), and Baby Boomers to round out the pack at (15%). The majority of online shoppers' range in age between 26 and 41 years of age. Older shoppers are also shopping online. Most elderly shoppers often reach out to their children or grandchildren to make online purchases on their behalf.

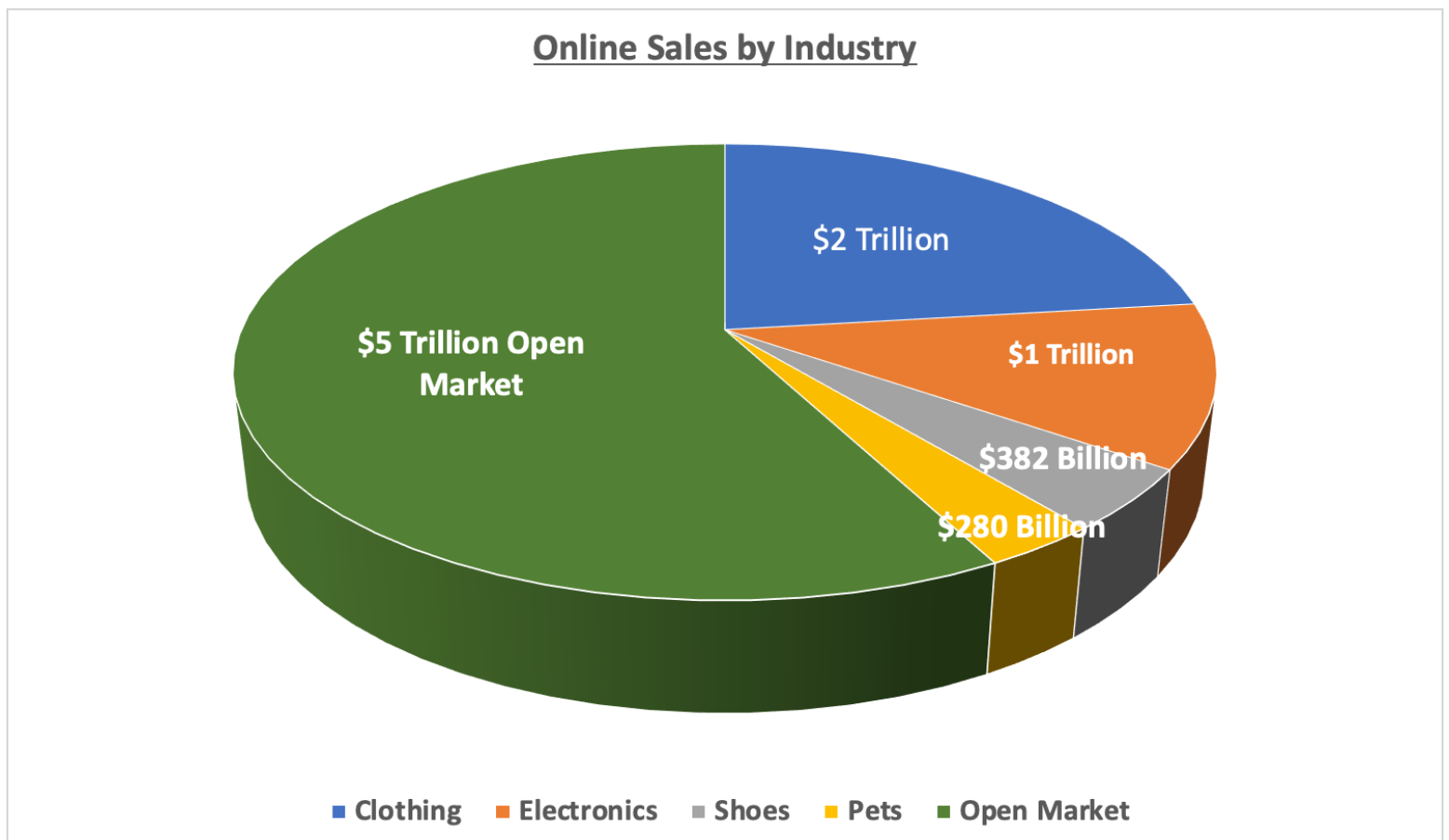


Consumers primarily purchase the following products online:

- Clothing (\$2 trillion)
- Electronics (\$1 trillion)
- Shoes (\$382 billion)
- Pet foods and accessories (\$280 billion)
- **Underserved market approximately \$5 trillion.**

### Golden Opportunity!!!

Online dessert purchases are on the rise and are carving out their niche in the online retail market. This represents an amazing opportunity for our vendors to not only stake a claim in the global market, but to be a trendsetter in the dessert industry.



**Media Contact:**

Latricia Giles

[sales@thehouseofgilesmarketplace.com](mailto:sales@thehouseofgilesmarketplace.com)

888-447-1877

**Websites:**

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