

December 1<sup>st</sup>, 2011



MICHE<sup>®</sup>  
CANADA 

A product of Unidem Sales Inc.

Information  
Package



# Welcome to Miche Canada

Miche Canada is very excited that you are interested in learning more about our Home Party Program! Your potential of as an Independent Miche Representative is unlimited, as you are joining the ground floor of the fastest growing handbag company in the world!

The first questions you must ask yourself before joining our Home Party Program is are *Home Parties* for you? Here are a few questions to help you decide!

**1. Do you love your Miche Bag?**

Of course you do!

**2. Do strangers stop you and say they love your handbag?**

They get so excited when you show them the secret of the Miche.

**3. Do friends and family ask you where you got yours?**

You know you could sell them a Miche so easily.

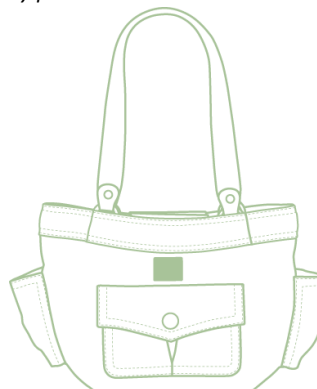
**4. Do you love being social and making easy money? Oh Yes!**



We know you will love being a Miche Representative! We have kept our program as simple and fun as possible with plenty of rewards and incentives for all. We want you to have fun and make money. You can take the Miche Home Party program to any level you are comfortable with. You see, with the Miche Bag, there is nothing else like it in the world, so one party leads to the next to the next..... The possibilities are endless.

If you could answer these questions easily and with enthusiasm we know that you will be a wonderful addition to the Miche Canada team! We would now like to give you the essential information, which may help you with your decision on whether the Miche Bag Home Party Program is right for you:

- *You must be at least 18 years or older to become a Miche Canada Home Party Representative.*
- *The Miche Bag Home Party Program is only open to residents of Canada.*
- *There are no part-time or wholesale retail opportunities for the Miche Bag in Canada, which includes Tradeshows, Roadshows, and Flea markets, Malls, Internet, Church bazaars or any other venue open to the general public. (Unidem has exclusive rights to the Miche brand and distribution)*
- *You are able to opt out of the Miche Bag Canada Home Party Program at any time and have no monthly or yearly quotas.*
- *Miche Canada's Home Party Program is subject to change at any point in time.*



# Sales Kits *Becoming a Miche Representative!*

Classic Sales Kit	Prima Sales Kit
<p style="text-align: center;">\$300.00*</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> <li>- 1 Black Classic Base Bag</li> <li>- 1 Brown Classic Base Bag</li> <li>- 8 Shells (<b>Signature, Premium or Luxe</b>)</li> <li>- 1 Pair of Black Chain Handles</li> </ul> <p><i>Each Classic Base Bag includes 1 pair of handles.</i></p>	<p style="text-align: center;">\$300.00*</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> <li>- 2 Black Prima Base Bags</li> <li>- 5 Shells (<b>Signature, Premium or Luxe</b>)</li> <li>- <b>Choose 1:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Quick Clip Strap</li> <li><input type="checkbox"/> Black Adjustable Strap</li> <li><input type="checkbox"/> Brown Chain Handles</li> </ul> </li> </ul> <p><i>Each Prima Base Bag includes 1 pair of handles.</i></p>
Demi Sales Kit	Petite Sales Kit
<p style="text-align: center;">\$300.00*</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> <li>- 2 Black Demi Base Bags</li> <li>- 5 Shells(<b>Signature, Premium or Luxe</b>)</li> <li>- <b>Choose 1:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Prima/Demi Closet Organizer</li> <li><input type="checkbox"/> Adjustable Strap</li> </ul> </li> </ul> <p><i>Each Demi Base Bag includes 1 pair of handles.</i></p>	<p style="text-align: center;">\$300.00*</p> <p><i>Includes:</i></p> <ul style="list-style-type: none"> <li>- 2 Petite Base Bags</li> <li>- 8 Shells (<b>Signature, Premium or Luxe</b>)</li> <li>- 2 Long Straps</li> <li>- 1 Closet Organizer (Classic/Petite)</li> </ul> <p><i>Each Petite Base Bag includes 1 chain handle.</i></p>

\*Price does not include taxes and shipping costs. Shipping costs are \$25.00 for each kit. Taxes vary depending on province. Purchasing a starter package from the above list grants you the rights to sell that given line of Miche handbags. In order to sell the remaining lines of handbags, you must purchase the Sales Kits. Sales kits include the following resources: a binder, DVD, pen, tote bag, lanyard, name tag, an "Ask me about my purse" pin, MOF, and a business template for business cards once. **Sales kits can only be purchased once per product line.**

## Purchasing all 4 Sales Kits!

You may purchase all 4 Sales Kits for \$1,000.00 plus tax and on single shipping of \$25.00 (a savings of \$275.00). **There are no exceptions to this offer; it must be all 4 kits.**

# Starter Kit - Pricing *What you can offer your clients!*

Classic Starter Kit	Prima Starter Kit
\$100.00	\$100.00
<b>Includes:</b>	<b>Includes:</b>
<ul style="list-style-type: none"> <li>1 Brown/Black Classic Base Bag (handles incl.)</li> <li>3 Classic/Premium Shells</li> </ul>	<ul style="list-style-type: none"> <li>1 Black Prima Base Bag (handles included)</li> <li>2 Prima Shells of your choice</li> </ul>
<i>No additional cost for Hope Shells chosen within kit.</i>	
<i>Add an additional \$5.00 for every Classic Hope Shell chosen.</i>	

Demi Starter Kit	Petite Starter Kit
\$100.00	\$100.00
<b>Includes:</b>	<b>Includes:</b>
<ul style="list-style-type: none"> <li>1 Black Demi Base Bag (handles included).</li> <li>2 Demi Shells</li> </ul>	<ul style="list-style-type: none"> <li>1 Petite Base Bag (handles included)</li> <li>3 Petite Shells</li> <li>1 Long Strap</li> </ul>
<i>No additional cost for Hope Shells chosen within kit.</i>	

**Note:** Starter Kit Pricing is exclusively available through Miche Canada Representatives! You have a price advantage when selling as a Representative:

Rep Pricing	VS	Web Order Pricing*
Classic Starter Kit - \$105	<b>Savings: \$36.96</b>	Classic Starter Kit- \$141.26 or more
Prima Starter Kit- \$105	<b>Savings: \$64.97</b>	Prima Starter Kit- \$169.97 or more
Demi Starter Kit- \$105	<b>Savings: \$67.52</b>	Demi Starter Kit- \$172.52 or more
Petite Starter Kit- \$105	<b>Savings \$34.96</b>	Petite Starter Kit- \$139.96 or more

Price comparison totals include shipping costs. Web order pricing varies and is more expensive depending on Shell selection.

# Individual Item - Pricing

Classic		Prima	
1 Classic Base Bag (Straps included)	\$45.00	1 Prima Base Bag (Straps included)	\$45.00
1 Classic Shell	\$25.00	1 Prima Shell	\$50.00
1 Premium Shell	\$25.00	2 Prima Shells	\$90.00
3 Classic/Premium Shells	\$60.00	<i>Add \$5.00 for every Prima Hope Shell when bundling 2 for \$90.</i>	
<i>Add \$5.00 for every Classic Hope Shell when bundling 3 for \$60.</i>			

Petite		Demi	
1 Petite Base Bag (Straps included)	\$45.00	1 Demi Base Bag (Straps included)	\$45.00
1 Petite Shell	\$20.00	1 Demi Shell	\$50.00
<i>Hope Shell donations are included in price of individual Petite Shells.</i>		2 Demi Shells	\$90.00
<i>Add \$5.00 for every Demi Hope Shell when bundling 2 for \$90.</i>			

Accessories - Straps		Accessories - Organizers	
Black or Brown Adjustable Strap	\$20.00	Purse Organizer	\$20.00
Black Quick Clip Strap	\$25.00	<b>Classic/Petite</b> Closet Organizer (black, holds 13)	\$30.00
Classic Brown Long Straps	\$10.00	<b>Demi/Prima</b> Closet Organizer (black, holds 6 Shells)	\$30.00
Black or Brown or Cream Chain	\$20.00		
Black or Brown Short Straps	\$10.00		
Brown Croc Straps	\$20.00		
Petite Black Long Strap	\$10.00		
Black Deluxe Classic Straps	\$20.00		

Promo Items		Accessories - Other	
Miche Pens	\$3.00	Carabiners (Pack of 4, 1.5" rings)	\$10.00
Miche Binder	\$15.00	Carabiners (Pack of 6, 1" rings)	\$10.00
Miche Tote	\$4.00	"Ask Me About My Purse" Magnetic Pin	\$10.00
Display Cloth	\$20.00	"Ask Me About My Purse" Purse Hanger	\$10.00
Miche Travel Bag	\$4.50	Coin Purse	\$10.00
Miche Umbrella	\$14.00	Wallets	\$30.00
Miche License Plates	\$5.00	Holiday Charm	\$15.00
		Black Classic Pockette	\$15.00

## Gift certificates

Available in denominations of \$25.00 +

*Note: Shipping for all party orders is \$5.00+ GST. Products sent to separate destinations or single orders have a \$15.00+ GST flat rate shipping cost.*

# Reward yourself & your Hostess: *Miche Canada offers double the incentives!*

## How does this work?

1) Party Order Incentives: Party orders that total \$300 or more (before taxes and shipping) are recognized and qualify for incentives! We award Independent Miche Representatives **and** Hostesses with incentives; the more sales accumulated, the more incentives you **and** your Hostess will receive. (See our Incentive Chart on the next page).

2) Booking Incentives: If one of your Hostess's guests books a future party with you (the Independent Miche Representative) – once the party is booked and considered qualified\*, your original Hostess will receive a booking incentive – an accessory! \*Qualifying parties are a total of \$300+ in net sales (before taxes and shipping).

3) Exclusive Reward Shells: For a limited time only, you can earn exclusive, specially-designed Shells that are not available for sale to the general public.



## Commission

Commission is 20 per cent (or 25 per cent if you have referred five active representatives) of all your net sales (net being the total of sales NOT including taxes or shipping on all orders). Commission is processed and deposited into your bank account monthly.

## 25% Club

The 25% Club is an incentive for Representatives to recruit more Representatives for Miche Canada. For every active Representative that you sign up you will receive \$100.00. When you have five (5) active Representatives signed up, your commission will rise to 25 per cent. We have added a new feature to the mix; we will be awarding Representatives with \$200.00 for every Representative they sign on after the first five referrals.

# Miche Incentives Chart\*

	Net	Classic/ Petite		Prima/Demi	
	<b>\$300.00</b>	<b>Choose 1 of the following incentives:</b>		<b>Choose 1 of the following incentives:</b>	
	(\$300 before taxes & shipping)	<b>1 Shell (Signature or Premium)</b> <b>Accessories</b> <b>1 Closet Organizer</b> <b>1 Purse Organizer</b> <b>1 set of handles/straps of your choice</b> <b>1 6 pack of 1" rings</b> <b>1 4 pack of 1.5" rings</b> <b>1 Holiday Charmer</b> <b>1 Classic Black Pockette</b> <b>1 Coin Purse</b>	<b>Promotional Items</b> <b>5 Miche Totes</b> <b>4 Travel (Strawberry) bags</b> <b>1 Umbrella</b> <b>1 Miche Ava Binder</b> <b>3 Miche License Plate Covers</b> <b>1 "Ask me about my purse" Pin</b> <b>1 "Ask me about my purse" Purse Hanger</b> <b>6 Miche Pens</b>	<b>Accessories</b> <b>1 Closet Organizer</b> <b>1 Purse Organizer</b> <b>1 set of handles/straps of your choice</b> <b>1 6 pack of 1" rings</b> <b>1 4 pack of 1.5" rings</b> <b>1 Holiday Charmer</b> <b>1 Classic Black Pockette</b> <b>1 Coin Purse</b>	<b>Promotional Items</b> <b>5 Miche Totes</b> <b>4 Travel (Strawberry) bags</b> <b>1 Umbrella</b> <b>1 Miche Ava Binder</b> <b>3 Miche License Plate Covers</b> <b>1 "Ask me about my purse" Pin</b> <b>1 "Ask me about my purse"</b> <b>6 Miche Pens</b>
+	<b>\$500.00</b>	<b>2 more Shells or accessories for a total of 3 incentives</b>		<b>1 Prima/Demi Shell for a total of 2 incentives</b>	
+	<b>\$750.00</b>	<b>1 Miche Base Bag or Shell or accessory for a total of 4 incentives</b>			
+	<b>\$1000.00</b>	<b>2 more Shells or accessories for a total of 6 incentives</b>		<b>1 more Prima/Demi Shell or 1 Prima/Demi Base Bag for a total of 3 incentives</b>	
+	<b>\$1250.00</b>	<b>1 more Shell or accessories for a total of 7 incentives</b>	<b>OR</b>		
+	<b>\$1500.00</b>	<b>2 more Shells or accessories for a total of 9 incentives (1 pick can be a Base Bag)</b>		<b>1 Prima/Demi Shell for a total of 4 incentives</b>	
+	<b>\$1750.00</b>	<b>1 more Shell or Accessory for a total of 10 incentives</b>			
+	<b>\$2000.00</b>	<b>2 more Shells or accessories for a total of 12 incentives</b>		<b>1 more Prima/Demi Shell or 1 Prima/Demi Base Bag for a total of 5 incentives</b>	

Note: One promotional item may be chosen per party. You may only take incentives from the line(s) which you have purchased a kit from (i.e. you must own a Prima kit to draw from the Prima line for incentives). *Effective July 1 2011:* you now may select your incentives from different lines once your party net sales hit \$1250.00.. Miche Canada withholds the rights to change our base program at any time.

**Hope Shells can be used as an incentive.** All we ask is that you or your host pay \$5.00 (plus tax) for every Hope Shell you use as an incentive as we hope to get more in circulation. These amounts are not part of your net sales; we do this more as a service for our Reps and their hostesses. More information about the *Childhood Cancer Canada Foundation* can be found at [www.childhoodcancer.ca](http://www.childhoodcancer.ca)

\*Chart is continually evolving and subject to change.

## About Miche Bag

MICHE<sup>®</sup>  
CANADA<sup>♣</sup>

On the way home from work in the fall of 2004, Michelle Romero did something most women have done-she spilled on her favourite handbag. Frustrated by the thought of hunting for a replacement bag and then transferring all the contents, she wished there were a way to change just the outside of the bag. The idea immediately popped into her mind to create a bag with changeable covers. The concept was pitched to Entrepreneur Corbin Church, and a unique new company named Miche Bag<sup>®</sup> was born.

**The name Miche (Mee-chee) comes from a nickname given to Michelle by her mother-in-law.**

Today, Miche is a rapidly-growing international business whose success is largely due to strong, enterprising women who-as Miche Representatives-market our unique handbag concept and other accessories to stylish purse lovers all across Canada and around the world.

In 2007, Unidem Sales Inc. Linda and Stephen Westwell were introduced to the Miche Bag. Linda and her husband were the first to see Miche's ultimate potential in Canada. Miche became their world and Miche Canada was formed. It is their passion, business, direct sales and marketing experience that built what is Miche Canada today. Linda and Stephen are still the voice and driving force behind Miche Canada and they invite you to grow your Miche business along with them!

As a way of giving back, for every Hope Shell sold, Miche Canada donates \$5.00 to the Childhood Cancer Canada Foundation. Employees, Representatives, friends and families throughout Canada work together in building our program. And to think, it all started with a spill.

*With Miche, there is so much more!*



# Representatives Do's and Don'ts

## Do's

### Do Advertise in the Classifieds

- Advertise your Home Parties in online classified ad websites like [www.kijiji.ca](http://www.kijiji.ca), [www.craigslist.ca](http://www.craigslist.ca) and [www.buyandsell.ca](http://www.buyandsell.ca). Please refrain from including prices.

### Do Invite Friends & Family to Join Our Official Facebook & Twitter Page

- Receive updates and join the conversation! Have your clients enter our contests and get more involved with our company!

### Do Ask Us Permission for Participating in Non-Home Party Functions

- With approval from Miche Canada & Unidem Sales Inc. you may participate in a private function/venue that is closed to the public or by invitation only. Miche Canada & Unidem Sales Inc. **must** approve the event first. Submit all requests to [info@michebag.ca](mailto:info@michebag.ca).

### Do have a Personal Facebook/Twitter Page

- Please create your page but refrain from using the term 'Miche, and/or 'Miche Canada' as well as the Miche Canada logo. Customize your page name to something like 'Melinda's Purse Collection!' etc. as our Corporate page should be the forefront for new customer inquiries.

### Do Use Printed Materials that are Pre-Approved by Miche Canada

- All printed material has to be pre-approved by Miche Canada. We will provide all leaflets and a general business card template to be used by all consultants (based on previous party order). You may use the business card template to print at your convenience (found on the back-end of [www.michebag.ca](http://www.michebag.ca); a suggested printing site is <https://www.staplescopyandprint.ca/default.aspx> or [www.dcp-print.ca](http://www.dcp-print.ca). Another option would be to go to your local printer. They will be able to size our templates accordingly.
- Stamps can also be found on these sites. Make sure that you have included your name, phone number and e-mail when obtaining stamps.

# Don'ts

## Don't Have a Personal Miche Bag Website

- Personal websites advertising the Miche brand and your services are prohibited (*Unidem Sales Inc. has exclusive rights to the Miche brand name and it is illegal to use it on personal sites*).

## Don't Sell Miche Brand Products via Websites or Non-approved Outlets

- Selling Miche brand products on any websites or in non-approved outlets (*Unidem Sales Inc. has exclusive rights to the Miche brand and distribution*).

## Don't Participate in Any Venue Open to the Public

- Representatives cannot participate in any of the following; tradeshow, roadshow, flea markets, malls, a church bazaar or any other venue open to the public.

## Don't solicit new customers at Costco Roadshows or Tradeshow

- The Costco Road show is a separate program from our Home Party Program. Do listen to our Costco sales people; see how they are selling our Shells professionally. Miche Bag Representatives should not interfere with our Costco roadshow and/or tradeshow. Please refrain from handing out your business card and promoting Home Parties at these locations. The road show is a separate program and is not connected to the Home Party Program.

## Don't Add Corporate Email to Your Personal Mailing List

- When contacting Miche Canada, please remember not to add our e-mails to your personal mailing list. Although we do enjoy a good joke every once in a while, our e-mails are strictly for customer service and work related items.

We would kindly ask that if any of our Representatives are participating in any of the non- acceptable actions to please stop immediately. Miche Representatives that continue to participate in unauthorized events will be asked to leave the Home Party Program. It is very important to Miche Canada® & Unidem Sales Inc. that we protect the Miche brand and all of our representatives. Corporate displays such as the Costco Road shows and Trade shows are considered living commercials, which are designed to generate brand awareness, and through these events we collect leads that we pass to Representatives. If you have and questions please feel free to send an email to [info@michebag.ca](mailto:info@michebag.ca) .You are what makes our team great, thank you and keep up the good work!

# A note from the CEO

MICHE  
CANADA 



Thank you for your interest in Miche Canada!

There is far too much to tell you in just one page of words but I can guarantee you will have a fabulous time with our company, our product and our mission! It is about developing you, your confidence, and your social network.

Throwing Miche Home Parties and helping women find their own unique style is a fun way to make a living! Miche is the hottest name in handbags, and with interchangeable exteriors- they are not just unique- they are products you can believe in!

Once registered, you will receive our Handbook along with sales and marketing tools to ensure you're off to a great start. You will be assigned your very own Account Manager and credentials for accessing our private Miche Forum and Member Site!

Learn more about us by liking us on [Facebook](#) – join us in the excitement of contests, fun photos and more!

So what are you waiting for? Take the next step and fill out the order form on the next page today! Choose your Shells by going to our website: [www.michebag.ca](http://www.michebag.ca). (Be sure to check the description to confirm they are available today). I wish you luck as there are *so many* to choose from and I look forward to having you as part of our team!



- Linda Westwell and The Miche Canada Team!

