





ROW Order Fulfilment Guide

The ROW retail store operates using four order fulfilment methods:

				
	1. Traditional retail	2. Drop-shipping	3. E-product retail	4. Consulting retail
How it works	ROW purchases products from a Partner, holds the stock, and manages the entire customer relationship (including taking payment and shipping items).	ROW markets the product and collects customer payments but does not hold the stock. Instead, the Partner ships the product directly to the customer on notification of a sale through the ROW site. The Partner then invoices ROW for the order plus shipping and handling.	ROW markets the product, collects customer payment, and hosts the virtual products on its site (e.g. e-Books). Partners invoice and are paid on customer orders.	ROW markets services such as workshops and coaching and acts as the booking agency on behalf of the Partner. The Partner fills the service and invoices ROW on completion of the work (or as per arrangements).
Customer pays	ROW	ROW	ROW	ROW
Order fulfilment	ROW	Partner	ROW	Partner
Partner payment	The Partner invoices ROW for a set number of products ordered by the ROW crew (to be on-sold).	The Partner invoices and is paid on customer orders.	The Partner invoices and is paid on customer orders.	The Partner invoices ROW on completion of services (or as per arrangements).
Stock management	ROW	Partner	ROW	N/A
Refunds	ROW manages the refund and will invoice the Partner*.	ROW manages the refund and will invoice the Partner*.	ROW manages the refund and will invoice the Partner*.	ROW manages the refund and will invoice the Partner*.
Best for...	Physical products that are managed by a third party (such as a publisher or wholesale agent) who do not have the capability to dropship.	Physical products managed by Partners who have the capability to pack and send products.	E-products such as e-books and e-resources.	Services such as workshops, coaching and other related in-person work.
Payment terms	Per invoice	Monthly	Monthly	Per invoice or as per contract terms

* If ROW has paid the Partner for the product.