



SELLERS CODE OF CONDUCT

- **Introduction**

Welcome to BWS, where we are dedicated to transforming Egypt's e-commerce landscape with trust, quality, and excellence at the core of our mission.

As a valued seller, you are a key partner in this vision. This Code of Conduct outlines our expectations to ensure that all sellers uphold the highest levels of quality and transparency, in alignment with our brand values.

- **Compliance with Brand Values**

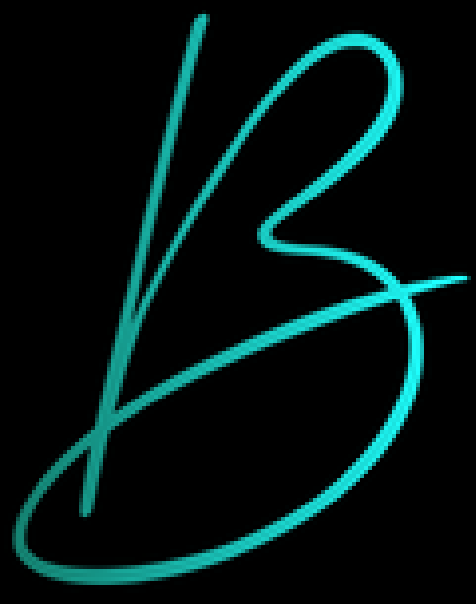
- **Quality Assurance:** Ensure that all products listed are of top quality, accurately described, and match the specifications displayed on your BWS storefront. This helps build customer trust and reinforces our brand's reputation.
- **Transparency:** Communicate clearly and honestly about your products, including materials, manufacturing processes, and origins. Transparency is crucial in building a loyal customer base and maintaining credibility.

- **Customer Satisfaction**

- **Prioritizing Customer Experience:** Deliver outstanding customer service by responding promptly to inquiries and resolving any issues efficiently and courteously. Exceptional service is vital in creating positive customer experiences that drive repeat sales.
- **Encouraging Positive Interactions:** Strive to exceed customer expectations, ensuring satisfaction that reflects positively on both your brand and BWS as a trusted marketplace.

- **Ethical Business Practices**

- **Fair and Honest Operations:** Engage in fair, honest, and ethical business practices. Always respect intellectual property rights and refrain from selling counterfeit or unauthorized products. Upholding these standards ensures a safe and trustworthy shopping environment for our customers.



- **Quality Assurance Monitoring**

- The Strike System - To maintain our high standards of quality and authenticity, BWS enforces a three-strike system:
- First and Second Strike: Sellers receive a strike if they receive negative reviews or returns due to product quality or authenticity issues. Upon each strike, sellers will be notified and provided with constructive feedback to facilitate improvement.
- Third Strike: If a seller accumulates three strikes, their account will be automatically suspended from the platform for three months. This ensures that only sellers who consistently meet our standards remain active on BWS.

- **Reinstatement and Continuous Improvement**

- Reinstatement: After a suspension period, sellers must demonstrate a renewed commitment to BWS standards to regain access. This may involve additional quality checks or proof of product improvements.
- Commitment to Growth: We encourage all sellers to engage in continuous improvement by leveraging customer feedback and utilizing BWS resources. This not only enhances your product offerings but also contributes to better service and overall growth.

- **Agreement and Partnership**

- By joining BWS as a Trusted Seller and listing your products on our platform, you agree to adhere to this Code of Conduct. Together, we aim to create a trustworthy, high-quality online shopping environment for consumers in Egypt.

We are excited to collaborate with you on this journey toward e-commerce excellence.

Let's achieve remarkable success together and contribute to the growth and prosperity of Egypt's local market!