



Referral Program

Marsella Bakery: Referral Program
Instruction Manual



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Marsella Bakery Referral Program

Marsella Bakery is excited to launch our Referral Program, offering an opportunity for individuals to earn commission by referring new agents, retailers, and institutions to partner with us. The more successful referrals you make, the more you earn!

Eligibility

- **Who Can Participate:**

- * Any registered Affiliate
- * Any existing partner (Agent, Retailer, Institution or Staff).

- **Who Can Be Referred:**

- * **Agents:** Individuals or companies who wish to distribute our products.
- * **Retailers:** Businesses (shops, supermarkets, etc.) that want to sell our baked goods.
- * **Institutions:** Organizations or businesses that wish to stock or purchase our products in bulk.

Affiliate Registration Process:

Step 1: Navigate to the Affiliate Registration Form

- * Open your web browser and go to the affiliate registration page: <https://marsellabakery.co.ke/affiliates/>
- * Or scan the QR code below:



Step 2: Complete the Registration Form

- * On the registration page, you will be asked to provide the following details:
 - First Name: Enter your first name.
 - Last Name: Enter your last name.
 - Email Address: Provide a valid email address.
 - Phone Number: Enter your contact number.
 - ID Number: Enter your national ID number.
 - Address: Enter your physical address (Location).
- * Once you've filled in all the required fields, click the "Register" button to submit your information.

Step 3: Check Your Email for Confirmation

- * After successfully registering, an email will be sent to the email address you provided during registration.
- * This email will contain:
 - Your assigned unique Referral Code.
 - A unique referral link that will look like this:

<https://marsellabakery.co.ke/partner/?ref=yourReferralCode>

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How It Works:

1. Refer New Partners

- * You can refer any Agent, Retailer, or Institution interested in partnering with Marsella Bakery.
- * Share your referral link or referral code via email, social media, or any other platform to encourage new registrations.

2. Successful Registration

- * When your referral completes the registration process on our website and becomes a registered partner, we will verify the registration.
- * Once verified, the new partner will be added to our system, and you will be eligible for a commission.
- * We will notify you via email or sms whenever a registration is made using your Referral link or Code and keep you updated throughout the process.

3. Earn Commission

- * For every successful registration of a new Agent, Retailer, or Institution referred by you, you will earn a commission of KSh 500.
- * Commissions will be paid to you on a monthly/quarterly basis, based on the number of successful registrations.

Benefits of the Program:

- **Earn Passive Income:** For each successful referral, you can earn a commission while helping Marsella Bakery expand its network of partners.
- **Grow with Us:** By partnering with new agents, retailers, and institutions, you are contributing to the growth of Marsella Bakery while benefiting financially.
- **Support Local Businesses:** Help connect local businesses with a trusted, quality bakery that delivers fresh bread, buns, and cakes.

Terms and Conditions:

- Referrals must be new registrations and cannot be existing or previous partners.
- Commissions are paid once the referred partner completes the registration process and the contract is signed.
- The commission rate and structure are subject to change, and we will notify you of any updates.
- Referral bonuses will be paid monthly/quarterly, and payouts will be made via Mpesa/Bank Transfer.

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