



Business Model

Becoming a Distributor (Road Map)

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G4 Distribution Requirements (Steps & Process)

((BUSINESS MODEL))

1.0 Introduction

Dear Global Partners,

This Confidential Document is structured to assist Allied Partners to succeed in their Branding and Promotion of the G4 and Smart-Group Brand and Products they are representing.

The distribution Partner Main Job is to act as a Father that create a big Family of Brothers, big brothers that also can become fathers and help in turn the younger brothers and grand children under them. (it is a family like structure, yet organized in business way).

2.0 Distributor Summarized Commitment Points:

- 1- Dedicated Team / Substructure
- 2- Dedicated website (we will supply source code, you need to translate to local Language)
- 3- Catalogues and Flyers + Presentation translation (We will supply Designs same like 1)
- 4- B2B Websites Submission
- 5- Social Network Weekly Activities
- 6- Weekly and Monthly trainings for New 4 Dealers Minimum
- 7- Assignment of Sub-distributors And Training Them on Business networking Growing
- 8- Preparation of Demo Bags and Showroom Gear for Sub-distributors
- 9- Maintaining of Stocks always with MOQ
- 10- Quarterly Forecasting and Monthly Stock orders
- 11- Collecting Emails and Blasting Emails to All Dealers, and related Industries
- 12- Making Alliance of Consultants and Universities and Governmental to specify and Enforce G4 Automation usage
- 13- Tie up with Developers in real estate and Hotelier
- 14- Initial Sign up Stock
- 15- Performance Deposit for Exclusivity is Needed, refundable if performance is adhered
- 16- Yearly Growing Stock Purchase Quota
- 17- Presenting the Brand as own fully and pushing it in the Market.
- 18- Marketing Studies and Strategic Plans
- 19- Formulation of Special Offers every 2 Months for 2 Weeks to package systems and Promote it
- 20- Registering the Brand and website under your Own Name for future build of fame once start Implementation
- 21- Trainings and Global Meetings attendance
- 22- Idea participation and Suggestions
- 23- Non-Compete promoting other Brands unless Initial targets are fully fulfilled.



3.0 Steps To Become Distributor

Here in after we are starting by Listing the main Steps in becoming the father (the Distributor):

- 1- **Signing** of Contract, and Placing Initial Stocking Order as Per territory / Region agreed
(Other Conditions Apply as Per Agreement Document)
----- (Then the Following are To Execute within the 6 Months Grace)
- 2- **Creating A New Structure/** Company to take care of Generation4 Smart-BUS Automation
- 3- **Training Staff** of New Structure on: *Product, *Installation, *Configuration,*Programming, Marketing, BDM, Design, Estimation & Sales tactics. (Available Training HUBS: Germany, Denmark, Nigeria, USA, Chile, Vietnam, Jordan, China, UAE , Iran, Russia, Israel, India, South Africa, Singapore, Tunisia)
- 4- **Creating Web Presence** by Means of Online Store in Local Language, with proper SEO and SE Submissions.
- 5- **Translating** Brochures, catalogues, presentations and Manuals into Local regional languages.
- 6- **Setting Up Sub-Distribution Network** Plan with Time Line / Milestone achievement Index.
- 7- **Purchase** of Adequate Training Gear as Per Planned Regional Sub distribution Centers and Network Plan
- 8- **Training Sub distributors adequately** and constructing Regional Contracts that reflect same Business model Imitation and implementation.
- 9- **Enforcing** of Implementation of the same Business Model for All Sub distributors
----- (Additionally the Following are To Execute After Grace always)
- 10- **Creating Forecasts** and coordinating the same with all sub distributors on bi-monthly basis based on Signed in hand Projects to assist factory in planning production and parts in advance. (In This case, no need to deposit, unless Has Defaulted and did not comply)
- 11- To make periodical and updated **Marketing analysis/Study** about projects, competitors, and our share in market, changing tactics of the competition, and special promotions ++
- 12- **Stocking** Minimum Stocks as Per Contract agreement
- 13- **Recommend New Ideas**, and report any software or hardware Bugs professionally in a documented format with pictures, screen shots, and proper explanation write-up.
- 14- **Yearly Quota** and Targets Fulfillment as per contract document
- 15- **Follow leads** forwarded to dealers and sub-distributors and to distribute fairly and by district ordinances and to close and report status of lead up to conclusion with cause of loss in case.
- 16- **Not to Compete** by selling other Products of competitors or to divert leads to Competitors



4.0 Must Do Commitments to succeed in Business Development

a. (Visiting of Exhibitions)

Distributor and His Network must Visit every regional/sub regional exhibition, But, never to Participate any Exhibition nor pay any moneys for that at all. (Target is To Collect Related Data, Meet prospect Exhibitors in one place and get appointments for meeting after Exhibition. A Simple Free training Application & Signage for registration is enough if collaboration with friendly exhibitor is possible for free)

b. (Weekly training)

Swift Weekly Training meeting for 3 Hours, Preferred before weekend inviting and training the following categories:

- i. Electricians
- ii. Small Contracting Developers
- iii. HVAC Installers
- iv. Audio Visual System Installers
- v. Network and Telecom Installers
- vi. CCTV and Security System Installers
- vii. IT and Security Companies
- Viii, See other Documents Please to assist you.

c. (VIP Seminars)

Inviting VIP's (Minimum 50, Maximum 80 Invitees) to Lifestyle seminar that talks about Investment, Environment, Savings, and Beauty. (invitees: Hotelier, Bankers, Property and real Estate Big and Medium Developers, Architects, Interior designers, VIP Governmental, and Rich Business men)

d. (Technical Seminar)

Inviting Professionals (Minimum 50, Maximum 80 Invitees) to Technical seminar that talks about System Topology, Savings in time and Materials, Affordability, Features, Specs ++. (Invitees: Consultants, Contractors, Engineers, Integrators,)

e. (Social networking)

To become Active member on social networks like Facebook, twitter, and Youtube, promoting in local language to the sub-regions direct.

f. (B2B Product Promotion)

To Promote Products using all B2B free local Websites, to create local Articles and global articles presence that refer to the Sub Distributor website and contacts. Create forums about G4 S-BUS automation the Brand

g. Blogging

Must Create Articles in Local languages and Blog to many free blog websites to create links back and awareness on the web that help clients and search engines to find you fast.



h. (Media Friends Network Development)

To Make proper Friends Network to promote on TV, Magazines and News Papers Free of Charge (utilizing Sales and Marketing Training Tactics)

i. (Email Marketing)

To Search for Local industries and email to them using the Software that are provided during (Marketing e-training). Also to approach and acquire from local ready relative Databases as to be available in the regional distribution area.

j. (Promotional Packages)

To Create Local Packages and Regional packages, special offers, and Promotions to assist the Network in always gaining Momentum, and becoming the talk of the city

k. (University Training Labs and Projects Sponsoring)

Sponsoring Free University Students Training Programs, and Private schools awareness and training Programs

l. (Creating successful BDM Experience by Allies)

BDM (Business Development) activity to make Platform by Cooperating with Several Ready City Outlets as following:

- i. Make Smart Meeting Room at all Biggest Interior designers and Architects & MEP Consultants *(Factory shall subsidize to assist)
- ii. Alliance with Lighting Companies
- iii. Alliance with Air-conditioning companies
- iv. Alliance with Furniture companies
- v. Alliance with Home Theater and home Audio Companies
- vi. Make Mockup Apartment or Villa for Major Property Developers as a show and Print Flyers with packages for them with your product *(Factory shall subsidize to assist)
- vii. Specify products with all Hotel, Building and Lighting Consultants

In Summary:

The target behind this Business Model is to Mainly Making and growing Alliance Network Nodes, and to market smart with minimal expenditure and maximum Speed and Accuracy. (Taking Care of the base first and the Head Last)



Implementation Time Span (Road map)

Time span of Distribution Implementation procedure and decision making

Steps	Description	Period	By	Elapsed
1	Receipt of Distribution interest	1 day	DP	1 Day
2	Study of Opportunity, and Targets	1-2 working weeks	SG	2 Wk
3	Revile of commitment and conditions	1 day	SG	
4	Client review of commitments and comments	1 Week	DP	3 Wk
5	Negotiation and exchange of Agreements	1-2 weeks	SG/DP	5 Wk
6	Signing Agreements	1 day	SG/DP	
7	Initial Commitment tie-up Deposit	1 week	DP	6 Wk
8	Selection of Initial Stock	2-3 days	DP/SG	7 Wk
9	Delivery of Ordered stock to DP forwarder	1-4 Weeks	SG	11 Wk
10	Training of DP staff on, product, BDM, design, estimation	3-4 days	SG/DP	12 Wk
11	Deposit of Performance guarantee to start exclusivity	After grace period	DP	5 Mnth
12	Implementation during remaining grace Period	4-5 Months	DP	6 Mnth
13	Placing Q1 Orders and release of payment	After 6 Months	DP	6 Mnth
14	Delivering of Stocking orders to shipper	1-2 months	SG	
15	Start implementation commitment achievements	1 year	DP	18 Mnth

DP Distribution Partner

SG Smart group