

COLUMDAE

Sales Channel Development Services

November 2017



Member



Evaluated Consultant

QUICK OVERVIEW

- Columdae can find you the partners you need for entering foreign markets (Nordics, Germany, France, Italy, Turkey, South Korea)
- Typical partners include importers, wholesalers, distributors and end user customers
- The deliverables include a Long List and a Short List of potential partners



WHY COLUMDAE?

- In-depth knowledge of the target markets and relevant companies within
 - Long experience in helping foreign companies enter the above-mentioned markets
 - Possibility to draw on the expertise of Columdae's international network, with several decades of combined business experience
- > Thus we save your time and money



THE PROCESS

Proposal Stage

Definition of partners to be found for the Client



Pre-research and detailed proposal to the Client

Client approval



Execution Stage

Long List



Short List



Partner choice (by the Client)

Max. 3 weeks

Max. 12 weeks

THE LONG LIST

- Includes all companies that Columdae contacted for the Client
- Gives basic information of the companies and indicates whether they are interested in cooperation with the Client or not
- Specimen below (zoom to view)

Company	Country	Address	Phone	Email	Contact	Web page	Sector	Comments
Berry Tec S.A.	FRA	Rue de la Republique 12, FR 23456 Fontainebleau	+33 10 768 7060 21	jberry@berry-tec.fr	Mr. Jacques Berry, CEO	www.berry-tec.fr	Electrical installation products and lighting	Interested, see Short List
Occitec S.A.	FRA	Place Charles de Gaulle 2, FR 12345 Villeneuve	+33 50 387 5980 12	afoucault@occitec.fr	Dr. Andre Foucault, CEO	www.occitec.fr	Electrical installation products and lighting	They are already representing the products of a competing supplier and are thus not interested in cooperation..

THE SHORT LIST

- Detailed information of companies interested in cooperation
- Contents can be customized
- Specimen on the right (zoom to view)

Berry Tec S. A.

BT

www.berry-tec.fr

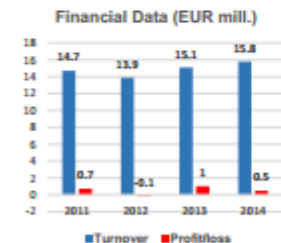
Company Profile

Berry Tec was established in 1986 by the company's current owner and CEO Mr. Jacques Berry. In the beginning, the company imported industrial lighting. Later the company expanded to lighting for the consumer sector, as well as electrical installation products.

At the moment, Berry Tec's business is arranged in three divisions according to the above mentioned main product groups. While division managers take care of the daily functioning of their respective businesses, Mr. Berry still decides on new suppliers. In the past, the company used to work with cheap Far Eastern suppliers but recently they have been focusing more on quality. Current suppliers include:

- Raussinger GmbH (Germany)
- Han Kook Lighting Controls Co. Ltd. (South Korea)

The company has its head office in Fontainebleau. In total, the company has 31 employees, of which 20 are working in field sales.



Contact Card

Mr. Jacques BERRY
CEO

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berry@berry-tec.fr

Visiting address:

Rue de la Republique 12
FR-23456 Fontainebleau
FRANCE

Comments and Requests

Mr. Berry said that the products of the foreign company would suit his company's selection well. The buyers of these products are already Berry Tec's customers, and currently Berry Tec has no directly competing items in the company's selection. Mr. Berry said that the main obstacle the new product might face is that end users need to be convinced of its benefits. While there are no exactly similar products in the French market, to Mr. Berry's knowledge, there are alternative and already well established ways to handle the same issue that the new product addresses.

Mr. Berry asked the foreign company to send a detailed business proposal. Then he can discuss the matter with his sales staff in order to see if cooperation would be feasible.

THE CONSULTING FEE – LONG LIST ONLY

- If our clients wish to contact potential partners themselves, they can just order Long Lists from markets of interest
- In this case, Columdae will not contact potential partners, so no assurance of their interest can be guaranteed
- The fee per Long List contact according to the specimen is 40 EUR (+ VAT if applicable)
- A maximum invoicing limit can set
- Information available at this rate may vary by country



THE CONSULTING FEE – THE ENTIRE PROCESS

- The consulting Fee is based on Fixed and Success Fees as outlined below
- The applicable VAT rate shall be added on the Fees

Market	Fixed fee EUR	Success fee EUR
One country only	4,000	4,000
Two or more countries (per country)	3,000	3,000

NOTE: These Fees are valid for the following countries only: Finland, Sweden, Norway, Denmark, Germany, France, Italy, Turkey. Special Fees are applicable to any consulting in South Korea.



OTHER TERMS AND CONDITIONS

- The work can start as soon as the Client has signed the Consulting Assignment Contract and paid 30% of the Fixed Fee(s)
- The Short and Long Lists will be delivered electronically by the date specified in the Consulting Assignment Contract
- The Short and Long Lists will be accompanied by an Invoice for the remaining Fixed Fee(s), for which 15 days' payment time is given
- The Success Fee(s) will be payable, should the Client sign a cooperation agreement with any company introduced by Columdae within one year of receiving the Lists



CONTRACTING AND CONTACT PARTY

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