

Master Business Plan

Candidate Distributor

As a basis for cooperation between a Potential Distributor and Smart Filtration Solutions, we would like to receive, as a discussion starting point, a business plan to be formulated by the Potential Distributor.

Preferably, we would like to see covered in such business plan the following topics:

Company presentation:

Brief introduction on the company.
(history, structure, turnover, ...)

Existing activities

Company's activities, focus area, actual manufacturers represented and customer profile for these products

Market description:

Analysis of diesel fuel consumption in the area by high horse power diesel engines (total potential, segment potential, area potential, future development potential, players, servicing / refilling procedures, tank sizes, etc.)

Competitor analysis: names, market share, segment focus, pricing structure, product range, distribution channels, sales approach, marketing approach, strengths and weaknesses.

Strengths and weaknesses of Smart Filtration Solutions

Objective Potential Distributor – Why?

Motivation, goal to enter market with Smart Filtration Solutions

Market strategy, market vision

Business plan for Smart Filtration Solutions Products – How?

Sales strategy - how to bring the Smart Filtration Solutions product to the customers, channels, team

Top 20 target customers, diesel fuel consumptions, location, approach strategy

Distribution and stocking policy

Marketing strategy – brochures, leaflets, banner, ads, promotional items, other tools

KPIs / Sales Funnelling for the 1st – 2nd and 3rd year:

.... Leads/year - # ...Presentations/ year - #... Offers/ year - # ... Wins/ year

Reporting strategy – how often will you report on KPIs?

Expectations of the Potential Distributor from Smart Filtration Solutions

Sales/Co-visit/coaching support

Training

Marketing support

Special support for start-up program