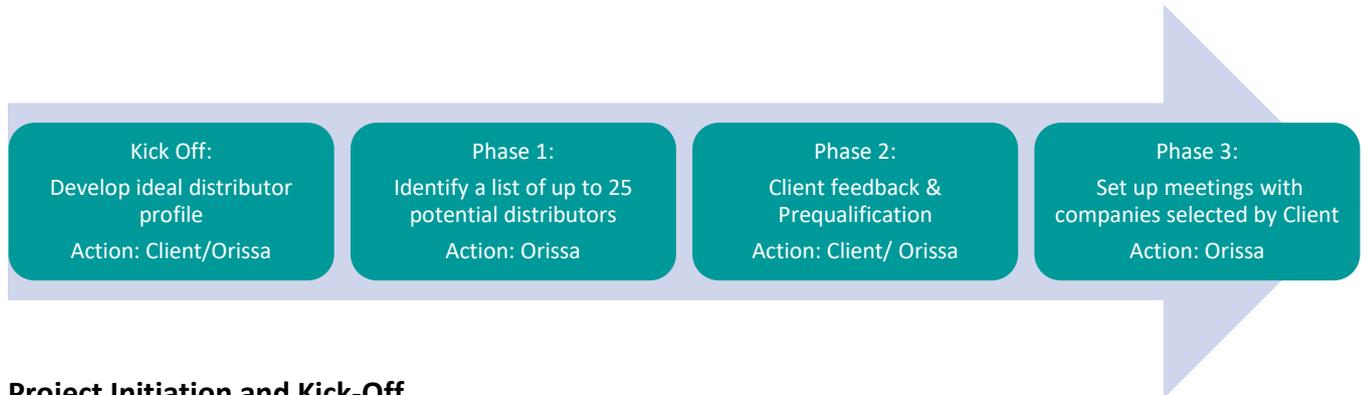




## Orissa International's Distributor Search Methodology



### **Project Initiation and Kick-Off**

We will ask the Client to provide us with information necessary for us to execute this project. We have an information template specifically designed for this. Some of the key information includes:

- Corporate and product information
- Unique selling points of the product – why should distributors be interested in reselling this product
- Ideal profile of distributor
- Client's past experience in the target markets

Once the information is gathered, we then arrange a kick off call with the Client, and bring in the project managers that are involved to clarify any questions the project managers might have, or the Client might have.

### **Phase 1 – Identification of Distributors**

The research begins to identify potential distributors, using Orissa International's internal distributor database built from 20 years of conducting distributor searches, and additional secondary research to further identify other potential options for the Client's consideration. We will identify between 20 to 25 candidates.

### **Phase 2 – Client Feedback & Prequalification**

The Client will then be asked to review the list of companies we have identified and to provide their feedback. Where required, Orissa International will either supplement, widen or narrow down the list of targets based on the Client's feedback.

Once the target list has been finalized, the prequalification process will begin. Orissa international will contact these companies by email, and follow up with phone calls, share information on the Client and its products, and their interest in finding distributors in the target market, and ask the potential distributor the following questions - would they be interested in meeting with the Client to discuss this further when the Client visits the market.



If the answer is positive, this distributor is added to the list for a meeting to be scheduled. If the distributor is not interested, we will try and understand why the potential distributor is not interested.

The deliverable in this phase of the project is a report with the feedback from the potential distributors we have contacted, any market information we have collected during this process, and recommendations on next steps.

### **Phase 3 – Meeting Arrangement**

Typically, we would arrange a meeting schedule for The Client as part of an in-market visit. In such a scenario, we arrange B2B meetings for the Client and prepare a meeting schedule. Upon arrival in-country, the Client will receive a briefing from our in-market trade specialist before they go to their meetings. Depending on the schedule and the location of the meetings, we will arrange between 2-3 meetings per day, and target to arrange at least 6 prequalified meetings, depending on the final number of companies interested in meeting the Client.

Now given the impact of travel because of Covid-19, Orissa International will schedule meetings with the selected distributors via videoconferencing. We will advise on the frequency of the meetings based on the distributor's availability.