

the**Brand**Mechanicscompany

GROWING YOUR BUSINESS IN THE MIDDLE EAST

**an introduction
to our business -
taking care of the
nuts and bolts of your
business**



GROWING YOUR BUSINESS IN THE MIDDLE EAST

The Brand Mechanics Company is a small professional team of in-market consultants working on managing the business of a number of UK and US based brand owners.

We operate from Dubai and have offices within the group in Oman and Saudi. Our expertise ? Expert knowledge of the Arab consumer and the workings of the retail markets in the Gulf. Knowledge that will help grow your business.



OUR BUSINESS DEVELOPMENT PACKAGE

We provide a bespoke service to companies who operate in the middle east on an export basis. We manage trade and distributor relationships and monitor their level of performance on an on-going basis.

Support where it is needed - from strategic input to stock planning and logistics; from monitoring prices to recommending and managing in-store promotional programmes.

What's the Big Idea, then ..?

Big ideas are the stuff of big companies. Objectives like, 'to double the size of the category over the next five years and grow our share by 25%'.

Brand Mechanics does good ideas. Really well. We do day-to-day small things that make life easy for everyone down the line. From the source to the shelf. We keep the trade happy, the salesmen, the distributors happy. We oil the wheels of business on the ground - things that are very difficult to do from a few thousand miles away.

All these little things add up and make a big difference to your bottom line.



THE OVERALL GOAL

The goal is simply to create an environment that will enable our client's business to grow at a faster pace than it would without our in-market presence.

Companies find themselves at one of these four stages of development :

- Level 1 - managers looking after the markets and visiting on an ad hoc basis.
- Level 2 - having a dedicated team visiting the distributors regularly.
- Level 3 - having a regional office.
- Level 4 - manufacturing on-shore with a local sales and marketing team.

Working with Brand Mechanics will immediately elevate you to Level 3.



YOUR BRAND AND THE DISTRIBUTOR

Unless you have a presence in the market, your business will revolve around the distributor. The weakness of this system lies in the principal operating at a long distance from the market and his business is in the hands of a company operating outside of his day-to-day control

We believe this system can work if the distributor is properly briefed, provided with an operating framework and his performance managed and monitored according to measures set down by the principal.



YOU AND YOUR DISTRIBUTOR

The key aspect, from the point of view of the principal, is to form a business partnership that will be profitable for both parties, and a relationship that secures commitment and time from the distributor - possibly more than the brand actually deserves.

At the same time the principal has to ensure that the distributor feels valued and that his efforts are appreciated. We can help you maintain these aspects of the relationship and help build the bridges between the principal, the distributor and the trade to ensure the business runs smoothly day-to-day.



THE STARTING POINT

The starting point is to agree the basic expectations that are essential for profitable growth. We then look at each of them in turn and evaluate how the principal and the distributor is performing in these key areas.

There will be weaknesses - together we decide how to address them and put in place a system of management that is necessary to monitor and improve the distributors' performance.



QUESTIONS YOU SHOULD ASK

You may well be aware of the assessment criteria and how best to manage your distributors, but can you do this effectively without being in the market ?

The Brand Mechanics Company is a team of experienced fmcg professionals; we are in the market every day - can we add to your overall efficiency and so increase your sales and profitability?

Now, let's get down to the nuts and bolts..

First we look at the range and ensure that all packaging info complies with local regulations, import and licensing requirements. Then we look at the price structures and margins by channel of distribution, reviewing the opportunities for cost reduction.

Essential steps on the way to the sales budget by sku, by channel for the year.

This we use as a basis for the order schedule and the pipeline requirements, which will be up-dated on a monthly basis providing a rolling 12-month schedule.

**Then the
focus is on
managing the
relationship
with the trade ..**

We agree with you coverage targets for each sector of the trade, Key Accounts to supermarkets and independent stores.

We negotiate listings with key accounts, obtain visibility agreements from each of the stores and ensure that they are complied with. We provide regular coverage of all trade channels, ensure price structures are followed and stocks maintained on-shelf.

We can provide merchandising coverage in each major outlet and organise in-store promotions in all of the markets.



... and not forgetting the reports.

Our monthly reports cover stocks warehouse, current shipments and future orders on a 6-month rolling plan. We'll give you sales by channel, budget versus actual, for each sector of the trade together with an overview of key issues in the market - competitor activity and information on visibility and pricing.

Each quarter we'll provide you with a presentation on distributor compliance on the system laid down and all aspects of your business in the local markets.

... interested in growing your business ?

Then contact us, either in Dubai or London and we'll be pleased to talk to you in confidence about your business in the middle east.

Ring one of us :
Parvez Ansari on 009714 3522 335, or
Trevor Wright on 0044 7785 233 742.

We have both been doing business, and running a business in the region for over 25 years, and we know we can make your business grow.

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