Wateroam Distributor Proposal Template

1. Company introduction
	1. Background

Please introduce your company, your current industry and any relevant distributorship experience

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* 1. Why do you want to work with us?

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1. Market Research
	1. Customer type
		1. What is the market segment that you are targeting? (Geographic)

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* + 1. What is the ideal customer profile?

If you are targeting more than 1 customer profile, rank them in order of which customer profile generates the highest revenue in the shortest amount of time

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* 1. Market size
		1. What is the Total Addressable Market?

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* + 1. What is your Serviceable Obtainable Market in the next 1-3 years?

List out your projected SOM for each year

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1. Go-to-market strategy
	1. Go-to-market roadblocks
		1. Identify what roadblocks you may face in your go-to-market strategy, and how you will overcome them in terms of
			1. Legal

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* + - 1. Operational

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* + - 1. Logistics

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* + - 1. Financial

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* + - 1. HR

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* + - 1. Others

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* 1. Lead generation strategy

Explain how you will generate leads that fit your Ideal Customer Profile

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* 1. Promotional and closing strategies

Explain how you will be able to close sales

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* 1. After-sales engagement and repeat sales strategy
		1. How do you intend to provide after-sales service support?

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* + 1. What will you do to increase repeat sales from existing customers?

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* 1. Key accounts
		1. Do you have existing key accounts to target?

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* 1. Strategic partners
		1. What strategic partners do you already have or will engage to establish your lead generation, closing and after-sales strategies?

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1. Preparation Plan
	1. Sales projection
		1. What is your sales projection by quarter over the coming year?

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* 1. Timeline of preparation activities before entering the market

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| Key activity | Dates | Remarks |
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* 1. What is your projected order forecast and schedule of delivery from us?

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| Order date | Number of systems |
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* 1. Support from Wateroam required

List out the various support you require from us. Eg. Sales: Training, Marketing: Website support

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| Department | Remarks |
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Prepared by:

Name:

Organisation: