

SANMARIS BUSINESS CONSULTANTS PVT. LTD

CAPABILITY STATEMENT

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INTRODUCTION

Sanmaris Business Consultants (SBC) is an export and business development consultancy based in Australia, with associates in India and the Middle East.

The company has a wide network within Government and industry in these regions and the capability to successfully develop business for Australian companies in any sector. Its structure and partnerships ensure that the right level of expertise is available in target markets to ensure proactive market development, a high level of local market support and speed of response.

Mission statement: To provide businesses with the services and expertise required to commence, develop and profitably sustain business in local and international markets.

CORE COMPETENCIES

- Strategic business development
- International marketing expertise – local market knowledge
- Strategic local and international partnerships

Export development projects currently underway are diverse: in the areas of agriculture, industrial valves, building construction and food products. The company's business services include the development of business and marketing plans, creation of sales strategies and sales forecasts, development of promotional material and writing services. These services are currently provided to existing clients and a portfolio can be presented upon request.

Due to Globalisation companies around the world are sourcing goods from India to capitalise on its cost benefit ratio. SBC has a team of purchasers who facilitate this requirement.

Please refer to the following appendices for more detail:

[Appendix 1](#) – Services

[Appendix 2](#) – Partners profiles (India, Middle East and South Africa)

[Appendix 3](#) – Projects / case studies

Appendix 1

SERVICES

Planning:

Business Plans

Financial plans and break even analysis

Marketing plans for local and export markets

Implementation plans: Milestones, resources and responsibility matrices, performance measurement (timelines and KPIs)

Follow-up and evaluation of plans on a monthly/quarterly/half yearly and for each financial year

Export Marketing Evaluation:

Market scan and evaluation of export potential to target markets

Evaluation of preconditions and barriers to entry

Evaluation of price and product positioning in target markets

Evaluation of marketing, financial and production capabilities

Reporting on certification requirements

Setting up an export department, documentation and administration

Packaging

Export Documentation and Administration

Registration as an exporter

Tariffs, import licence and quotas

Financing

Methods of payment

Invoices and packing lists

Shipping and insurance documentation

Establishing milestones and providing regular reports

Market Research:

Developing a research brief

Commissioning overseas and local market research on products; sector and country research.

Establishing milestones and providing regular reports

Market Entry:

Developing market entry strategies based on market knowledge and company capability

Providing consultancy on market specific cultural issues as they affect business

Business matching

Project managing setup of wholly owned subsidiaries

Negotiations on joint ventures, partial manufacturing or packaging

Connecting and negotiating distributors or agent tie-ups

Contracts and documentation

Establishing milestones and providing regular reports

SERVICES (Cont.)

Promotion:

Adapting plans and promotion to match market needs – including packaging, language adaptations

Creation of brochures and flyers

Writing of press releases for industry specific magazines and local newspapers

Communicating to stakeholders and influencers.

Freight Management:

(In co-operation and negotiation with freight and shipping agents).

Assessment of most cost-effective methods of handling transactions

Evaluation of documentation

Evaluation of rebates, refunds, rates, discounts and drawbacks

Assessment of cost-effective structures from packaging to shipment

Establishing optimum transport routes and procedures

Proposed action plan for procedures and monthly report back

Administration Service:

Complete administration or supervision on a regular basis of export department

Regular report back to management

Export Incentives:

Analysis of incentives that may be claimed locally and in target markets

Coordinating documentation of incentive claims if any

Trade Fairs And Shows:

Analysis of product

Discussion of incentive package

Event management through local partners Transport and shipping of goods overseas

Brochures and promotional material

Follow-up of leads and orders

Trade Missions:

Initial market investigation and evaluation

Liaison and appointments with potential buyers overseas

Land and flight accommodation and arrangements

Organizing coordination and administrative services

Appendix 2

PROFILES

Anil Thayuman, the Director of SBC, is a graduate in Commerce and holds a diploma in Sales Management and Marketing. He has managed the sales, marketing and business development for reputed manufacturing, trading and service companies in India, the Middle East and Australia for the last 23 years. These include: Asian Paints (Asia's largest paint manufacturer), Elf Lubricants and most recently, the South Australian Government. He has developed business for companies he represented in the Middle East and India.

From its inception in 1998 through to 2004, Anil represented the Govt. of South Australia as its Business Development Manager - Middle East and was based in Dubai, UAE. In this capacity he assisted several Australian companies to successfully set up wholly owned businesses, joint ventures, distributor/agencies agreements and trading operations that spanned the Middle East.

SBC offers a high level of service and expertise in export markets through its associate networks.

ASSOCIATES

India:

The Mondragon Corporacion Cooperativa (MCC) is the 5th largest industrial group in Spain with more than 200 companies within its fold. It has a total turnover of US\$ 22 billion and employs more than 100,000 people. All companies are headquartered in the north of Spain and have 60 plants in other countries including China and India.

Mondragon India is one out of the seven corporate offices it has around the world. MCC India assist its companies with WOS, JV's, distributor alliances and sourcing and purchasing of products out of India for the group. MCC India has tied up with SBC to facilitate business for its clients.

United Arab Emirates:

Afsasa International LLC operates under a general trade licence and is a distributor and re-exporter of fmcg products in the UAE. Afsasa also has a division that re-exports products to the USA, the rest of the Middle East and the CIS countries. The division run by Amjad Pasha in Afsasa International provides on ground support to SBC in the Middle East.

Goldex3000 Pty Ltd., South African based company providing brokerage, consultancy and management service has tied up with SBC to facilitate business for its clients. Nigel Miranda is one of the directors and operates from Dubai.

Appendix 3

SBC PROJECTS – case studies

India: One of SBC's clients, producing an innovative water retention product developed in Australia has tied up with one of India's largest fertiliser companies. Trials were conducted over a crop season and were very successful. Agronomists from the Indian company were provided with on ground technical support and training by their Australian counterparts and the Director of SBC in India. Workshops were also conducted with farmers on site as part of the market entry process. This project continues to be managed by SBC.

Middle East and Australia: An industrial valve manufacturer has successfully commenced business in the Middle East after signing a distributor agreement with one of the largest and most reputable companies in Dubai. The Managing Director of the company and the Director of SBC made several visits to the Middle East and attended and exhibited at local trade shows. Introductions and business matching at these events resulted in visits to potential distributors and a deeper understanding of the markets requirements was developed. Marketing collateral was created using SBC's business services, to develop interest for both the distributors and potential end users. Distributors were then appointed in the UAE, Qatar and Iran.

SBC has also been consulting with this company within Australia, to expand interstate business. As a result a marketing plan was developed and is reviewed every month to monitor progress of its strategy. A new marketing position employing a sales engineer has been created. Training is provided on an ongoing basis by SBC. Weekly meetings are conducted between the MD and SBC to develop and implement strategy. Publicity and marketing material continues to be developed to meet ongoing requirements.

United Arab Emirates: Initial market entry strategy and a business plan has been created for a building construction company for the United Arab Emirates' market. The strategy was developed following research conducted by SBC. Research focused on assessing and assessing market potential for an innovative building system. Feasibility of market entry was also assessed and pilot projects outlined. As part of the market entry plan trade shows were attended by the company directors and SBC.