



No	Services	Availability
02	Direct sale to a final customer in another country	East Africa — Online

## Service Description

This service supports exporters aiming to secure direct sales to qualified final customers in East African countries—without relying on intermediaries or distributors. It is ideal for companies testing the market or targeting institutional, industrial, or high-volume buyers.

### Includes:

- Identification and qualification of prospective buyers (importers, manufacturers, retailers, etc.)
- Introduction and presentation of your product/service to potential customers
- Support in negotiation of terms and closing of first sale
- Advice on pricing, regulation, import formalities, and logistics
- Follow-up to secure feedback and assess repeat purchase potential

### Ideal For:

- Exporters wanting to validate demand in a new market
- Manufacturers of capital goods, B2B products, or customized solutions
- Companies seeking reference clients or case studies in East Africa

Deliverable	Description	Frequency
<b>Qualified Leads List</b>	Identify and validate a minimum of 5–7 qualified final customers (importers, manufacturers, retailers, institutional buyers) per country, per engagement.	Within the first 30 days
<b>Product Presentations</b>	Arrange and deliver at least 3 personalized product/service presentations (virtual) to shortlisted potential buyers.	By end of Month 2
<b>Negotiation Support</b>	Provide support in the negotiation process with a minimum of 1 serious buyer, including advice on pricing, Incoterms, payment terms, and documentation.	As needed (within contract period)
<b>First Sale Facilitation</b>	Facilitate the conclusion of at least 1 direct sale with a final customer within the 6-month period.	One-time
<b>Market Entry Advisory</b>	Deliver a brief (2-page) advisory note covering pricing recommendations, regulatory requirements, import formalities, and logistics options specific to the customer's country.	One-time (by Month 2)
<b>Post-Sale Follow-Up</b>	Conduct a follow-up discussion with the buyer and the client to collect feedback, evaluate satisfaction, and explore repeat purchase or case study use.	Within 2–4 weeks after sale
<b>Summary Report</b>	Provide a final summary report detailing outreach efforts, buyer feedback, sale outcome, and recommendations for further engagement in the market.	At the end of the 6-month contract

<b>Not Include</b>	We explain this section when a quote is requested.
<b>Process</b>	The SCA-Partner Team will confirm within 48 hours whether it can provide the requested service and country. It will inform you of the quality of the information available for that country and the expected timeline. You must then accept or decline the quote.
<b>We will need</b>	We explain this section when a quote is requested.
<b>Timing</b>	6-month contract per country. For multiple countries, please consult us.
<b>Cost, Invoice and Payment</b>	Cost starting from €750/month. Please inquire. SCA-Partner Team will issue monthly invoices dated the 25th, with a 30-day payment term. Payment by bank transfer.