

COMPLETE FRAMEWORK DOCUMENT

Strategic Partnership Framework

Our partnership model is designed to bridge the gap between global manufacturers and Africa's high-growth emerging markets. We collaborate with three distinct types of partners to ensure a seamless end-to-end export journey.



SMEP

Strategic Market Entry Partner



TMEP

Target Market Entry Partner



IEP

Industry Expert Partner

Strategic Market Entry Partner

📍 Europe, North America, and India 📄 Client Acquisition & Advisory

The SMEP serves as the primary point of contact and lead consultant in the manufacturer's home region. These partners are typically established export specialists, trade associations, chambers of commerce, or trade financial institutions.

Key Responsibilities

Lead Conversion

Engage with manufacturers interested in African expansion, present our service proposals, and secure service agreements.

Onboarding & Reporting

Upon signing a client, the SMEP develops a comprehensive 'Manufacturer Profile Report' detailing product specifications, USPs, and technical requirements for potential African distributors.

Client Management

Act as the strategic adviser throughout the project lifecycle, supporting the manufacturer during high-level negotiations.

ROI OUTLOOK

HIGH

SMEP monetizes through manufacturer mandates and long-term advisory relationships.

STRATEGIC IMPACT

- Only serious, export-ready manufacturers enter African markets
- Reduced execution risk for TMEPs and distributors
- Strong pipeline of repeat manufacturer mandates
- Scalable, partner-led Africa market entry ecosystem

Methodology — How It Works

01 Phase 1 – Manufacturer Recruitment & Qualification

Manufacturers are export-ready, committed, and aligned with Africa expansion timelines.

- ✓ 15–20 manufacturers approached
- ✓ 6–8 manufacturers fully qualified
- ✓ 3–4 signed market entry mandates
- ✓ Clear scope, timelines, and success criteria agreed
- ✓ Manufacturer Profile Report completed within 2–3 weeks

Risk: Low

Signal: Strong inbound and outbound manufacturer demand

02 Phase 2 – Market Entry Structuring & Preparation

Manufacturers are strategically and operationally ready for African market engagement.

- ✓ Target African markets prioritized
- ✓ Ideal distributor profile defined (size, reach, capabilities)
- ✓ Product-market fit and value proposition validated
- ✓ Pricing corridor, exclusivity logic, and deal structure aligned
- ✓ Clean handover to TMEP for in-market execution

Signal: Strong

03 Phase 3 – Strategic Support Through Deal Execution

SMEP supports manufacturers at a strategic level while TMEP drives in-market execution.

- ✓ Advisory support during distributor shortlisting
- ✓ Strategic input during key negotiation milestones
- ✓ Alignment on contract structure, KPIs, and performance milestones
- ✓ Manufacturer confidence reinforced throughout decision-making

Distributor agreements signed • Market entry validated • Long-term Africa expansion roadmap established

Target Market Entry Partner

📍 Africa (Target Markets) ⚡ Market Execution & Distribution

The TMEP acts as our 'on-the-ground' execution partner within the specific African country of interest. While much of the work is conducted remotely, they facilitate physical site visits and local representation when required.

20 Companies Identified	7 Strong Prospects Engaged	4-5 B2B Meetings Conducted	1-2 Signed Agreements
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Key Responsibilities

- Distributor Identification**
Utilizing reports from the SMEP, identify and vet high-quality African retailers and distributors who align with the manufacturer's profile.
- Market Outreach**
Initiate contact with local stakeholders to pitch the manufacturer's products and gauge commercial interest.
- Negotiation Support**
Manage the local relationship and assist in the finalization of Distribution Agreements between the manufacturer and the local partner.

ROI OUTLOOK

HIGH
Successful market entry with signed partners and revenue traction.

STRATEGIC IMPACT

→ Successful market entry with signed partners and revenue traction

Methodology — How It Works

<p>01 Phase 1 – Research & Contacts</p> <p>Target market has clear demand; decision-makers are reachable and responsive.</p> <ul style="list-style-type: none"> ✓ 20 high-quality companies identified ✓ 7 strong prospects engaged (Green) ✓ 3-5 immediately interested in commercial discussion ✓ Shortlist finalized within 6-7 weeks <p>Risk: Low</p>	<p>02 Phase 2 – B2B Meetings</p> <p>Prospects already pre-qualified and motivated; client attends well-prepared.</p> <ul style="list-style-type: none"> ✓ 4-5 high-quality B2B meetings conducted ✓ Clear next steps (pricing, samples, pilot orders) ✓ 1-2 partners request exclusivity or advanced negotiations ✓ Market visit completed smoothly in 2-3 days <p>Signal: Strong</p>	<p>03 Phase 3 – Follow-Up</p> <p>Fast internal approvals; efficient NDA, pricing, and logistics alignment.</p> <ul style="list-style-type: none"> ✓ 1-2 signed distributor/importer agreements ✓ Initial orders placed within 2-4 months ✓ Market entry validated with revenue traction ✓ Follow-up phase ends early due to success <p>Successful market entry with signed partners and revenue traction</p>
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Industry Expert Partner

Global Technical & Regulatory Advisory

IEPs are specialized consultants (e.g., regulatory experts, supply chain specialists) who provide the technical 'know-how' necessary to ensure project compliance and continuity.

Key Responsibilities

Consultation

1-on-1 calls to provide targeted market insights and due diligence.

Project-Based

Time-bound assignments focused on specific research or operational hurdles.

Integrated Support

Ongoing placement (20–40 hours/month) within a client's team to provide continuous technical oversight.

Methodology — How It Works

01 Consultation

1-on-1 calls to provide targeted market insights and due diligence.

- ✓ Targeted expertise on demand
- ✓ Quick turnaround insights

02 Project-Based

Time-bound assignments focused on specific research or operational hurdles.

- ✓ Defined deliverables
- ✓ Clear timelines and milestones

03 Integrated Support

Ongoing placement (20–40 hours/month) within a client's team.

- ✓ Continuous technical oversight
- ✓ Embedded team member
- ✓ 20–40 hours/month commitment

ROI OUTLOOK

VARIABLE

Depends on project scope and complexity.

STRATEGIC IMPACT

→ Ensures regulatory compliance across markets

→ Reduces technical risk in market entry

→ Provides deep domain expertise on demand

Partner Compensation Overview

PARTNER ROLE	COMPENSATION TYPE	RATE / BASIS
 SMEP Strategic Market Entry Partner	Commission	30% of the Market Entry Service Fee per signed manufacturer.
 TMEP Target Market Entry Partner	Commission	70% of the success fee upon securing a local distribution agreement.
 IEP Industry Expert Partner	Project Fee	Negotiated per project based on expertise and hourly involvement.

SERVICE FEE RANGE

€3,700 – €10,000

Market entry service packages typically range from **€3,700** to **€10,000**, depending on the target country and scope.

INVOICING & DISBURSEMENT

- Partners shall submit an invoice on the **last day of each month** for all pending commissions.
- Disbursement is processed following invoice receipt and verification.

