



**BECOME A JACQUES
INTERNATIONAL
DISTRIBUTOR**

CASE STUDY

INTERNATIONAL DISTRIBUTOR

DAVID CHAN, GLOBEWAY COMMUNICATIONS, MALAYSIA

David Chan, the founder and director of Globeway Communications is the Malaysian distributor of Jacques innovative IP intercom and public address systems. The Jacques/Globeway distributor partnership was initiated in 2010 and Jacques has since been committed to continuously developing this business relationship.

With regular administration support and comprehensive training sessions from Jacques, Globeway has been successful in expanding its client base and winning high profile projects. Shortly after becoming a Jacques distributor, David and his technical team visited Jacques head office in Brisbane to complete the Jacques Certified Partner Program of technical and sales training sessions. Fully equipped with a solid understanding of Jacques products and systems, Globeway begun promoting Jacques Technologies within the Malaysian industry networks. Initially, Globeway won multiple projects within the secure facilities market, supplying prison intercoms, public address, and Non-Contact Visit systems. With further support from Jacques, Globeway has expanded their client base and now works within the secure facilities, residential, commercial and transport markets.

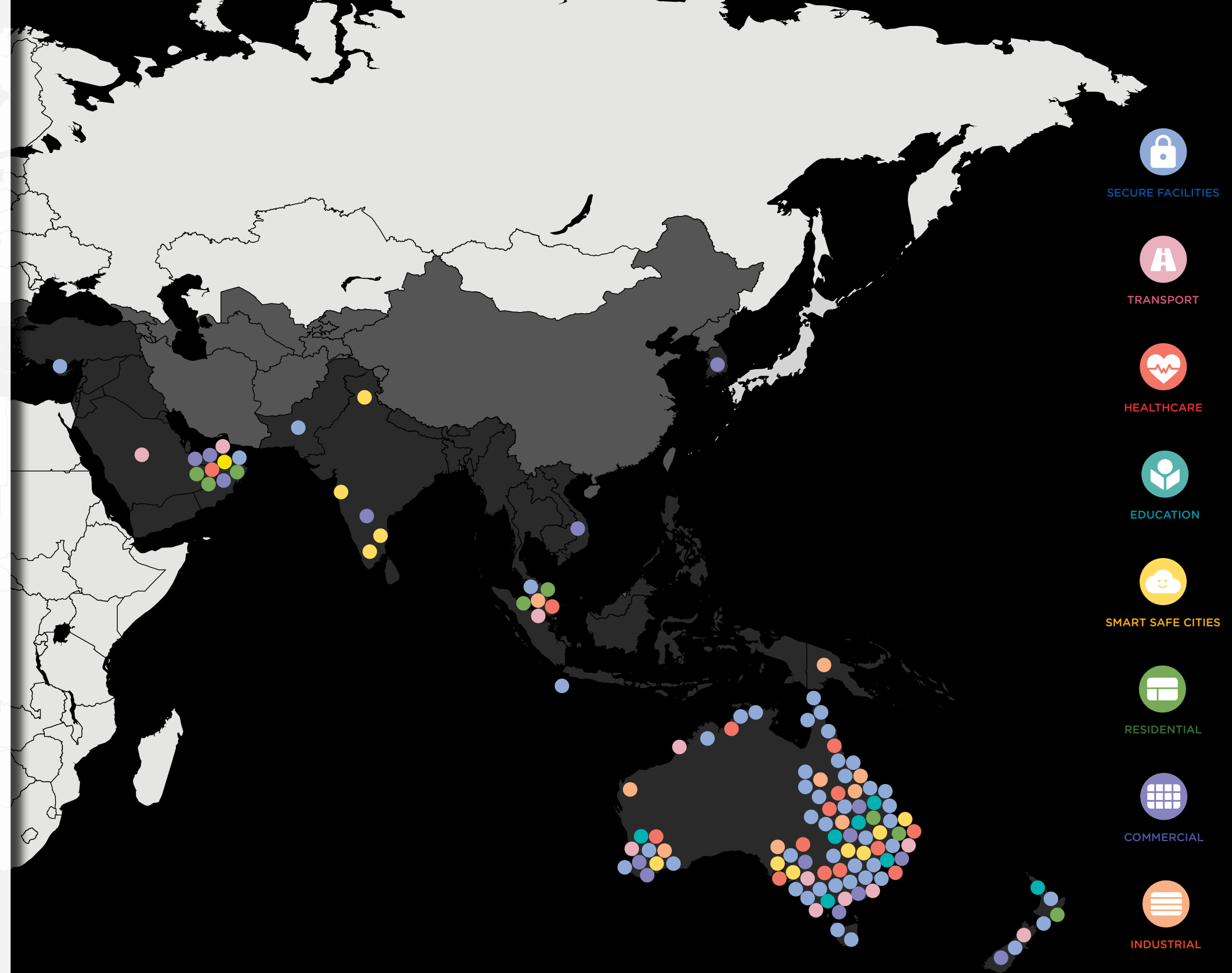
East Ledang and Puteri Harbour are the latest projects secured by Globeway which highlight the potential advantages and reputation available as a Jacques distributor. As we extend this distribution agreement to promote Jacques products and systems throughout Malaysia, Globeway has the potential to reap significant rewards.

Jacques aim to provide the tools and support ensuring our distributors benefit greatly from promoting and selling our products and systems. We can ensure that Globeway will profit from every single project David and his team win within Malaysia. Jacques ensures co-promotion of Globeway is current and endorsed on various marketing platforms while in turn, Globeway successfully promotes Jacques within Malaysia.

In order to ensure the minimum waiting times, Jacques strives to ensure an accurate and timely production and dispatch, of specified goods. Furthermore, Jacques attends regular tradeshow in conjunction with Globeway. More recently, we have attended and worked closely with Globeway at IFSEC tradeshow in Malaysia for the past few years. Our marketing team strives to provide Globeway with a stylish and modern demo stand which displays an interactive system featuring the latest Jacques system functionality.

Ultimately, the team at Jacques strive to provide our distributors with support and assistance to ensure a mutually positive and profitable business relationship. Globeway is an excellent example of how a distribution partnership can greatly benefit both companies and result in increased sales and profits, expanding client bases and internationally renowned projects.

If you wish for your business to be as successful as Globeway Communications, please contact Jacques today to find out how to become a Jacques Certified Distributor.



JACQUES WORLDWIDE PROJECTS

Jacques, together with our global partners, have completed a large number of international projects. Each project required a quality IP communications solution to meet industry needs.

JACQUES DISTRIBUTORS

As an Australian design and manufacturing company, distributors are important for the international expansion and growth of Jacques Technologies Pty Ltd into new worldwide markets. Jacques invests considerable time and resources in our distributors, providing them with quality products and solutions aimed at building their business offering and bottom line. By becoming a Jacques distributor, you will build your business on the highly recognised industry strength of the Jacques brand and capitalise on the profitability this provides.

As a Jacques distributor, we are confident you will strive to exceed sales targets while generating positive customer reviews, maintain an effective marketing and promotional program while actively pursuing sales leads within your region. To enhance customer support, it is expected of our distributors to hold adequate stock of Jacques products and provide excellent pre and post-sales support to the target market. Together, we aim to develop long-term, valued relationships with our distributors.

DISTRIBUTOR BENEFITS

HERE AT JACQUES WE STRIVE TO OFFER OUR DISTRIBUTORS THE TOOLS AND RESOURCES TO DEVELOP THEIR CAPABILITIES AND IMPROVE MARKET KNOWLEDGE IN ORDER TO ACCELERATE GROWTH. WE AIM TO ACHIEVE THIS BY:

Quality

Offering quality products and solutions to meet the requirements of your customers.

Incentives

Offering excellent distributor pricing levels and incentives.

Demonstration equipment & Training

Offering detailed sales and technical training and demonstration system/equipment for each distributor.

Documentation support

Providing online access to support, documentation and marketing material.

Communication Support

Providing access to friendly and knowledgeable head office sales and support staff.

APPLICATION PROCESS

COMPLETE & SUBMIT THE DISTRIBUTORS APPLICATION FORM.

WE WILL REVIEW THE APPLICATION AND NOTIFY YOU OF THE RESULT.

COMPLETE & SUBMIT THE DISTRIBUTOR AGREEMENT & CREDIT ACCOUNT APPLICATION FORM.

We will provide to you:

- Demonstration system
- Sales & Marketing plan
- Marketing material
- Product & pricing list
- Training & support

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INTERNATIONAL DISTRIBUTOR APPLICATION FORM

COMPANY DETAILS

Company Name

Trading Name

Registered Business Number

Registered Address

City

Country

Zip

Mailing Address

City

Country

Zip

Phone

Fax

Email

Website

Best method of contact

Language/s the business operates in?

BUSINESS AND OPERATIONAL CRITERIA

Business type

Years in operation

Number of Employees

Industry markets which the business sells to

Other products/brands which the business distributes?

REPUTATION

Discuss your business's reputation among your customers. Please provide one customer reference

Discuss your business's reputation among other vendors. Please provide one vendor reference

SALES REVENUE PERFORMANCE

Annual turnover in last financial year in USD

Expected turnover this financial year in USD

Forecasted revenue (in the first year) of selling Jacques products and solutions

Number of active customer accounts

What standard payment terms do you offer your customers?

PRODUCT VARIABLES

How would you rate you or your staff's technical expertise with regard to IP intercom and public address products and systems?

Which Jacques products are you most interested in distributing?

How does the business currently provide support to existing customers?

Please outline the current conditions of the market in which the business operates in

PRESENT TERRITORIAL COVERAGE

Which country/regions does the business operate in

Level of commercial activity in each location

SALES AND MARKETING CRITERIA

Outline marketing plan objectives and strategies for the next two years

Outline promotional strategies (website, social media, tradeshowes etc.)

Outline sales processes: presale, transaction and post-sale

Is the business willing to promote Jacques Technologies via your website?

☐ YES

☐ NO

Is your business willing to allow Jacques to promote the partnership on our website and marketing platforms?

☐ YES

☐ NO

TRAINING

Are you and/or your staff willing to invest time into learning about Jacques products and systems?

☐ YES

☐ NO

Are you and/or your staff willing to attend training sessions both in the Jacques Head Office (Brisbane, Australia) and via Skype?

☐ YES

☐ NO

How did you hear about Jacques?

DECLARATION

I do hereby declare that the information stated above is true and correct to the best of my knowledge and belief

Name

Position

Signature

Date

NEXT STEPS

1. Submit the completed form and relevant attachments to Jacques by email to marketing@jacques.com.au
2. We will review the application and notify you of the result
3. We will send you a Distributor Agreement & Credit Account Application for completion and return
4. Upon their return, an invoice will be generated for the Distributor fee

Once paid, we will provide:

- Demonstration system
- Sales & Marketing plan
- Marketing material
- Product & pricing list
- Training & support

APPLICATION APPROVAL (OFFICE USE ONLY)

Application Approved

☐ YES

☐ NO

Notes

Name

Position

Signature

Date