

HOW

ShortCut MEA can
support your business?



Trust

Performance

Ownership

HOW

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Market Study



Distributor Shortlist



Business Audit & Assessment



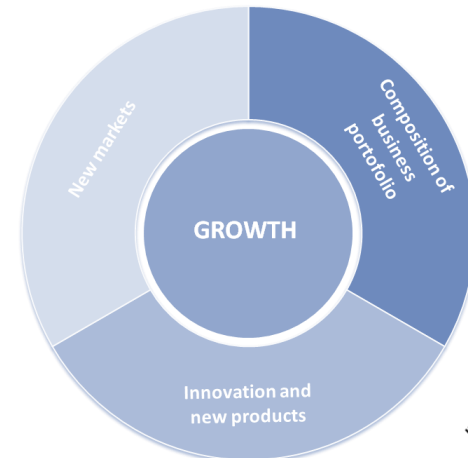
Integrated Solution

Shortcut BizDev division can **evaluate** the potential of your products in new markets, support you in **finding the right partner**, **introduce your products** within new territories and **assess** your business.

We offer a “**bespoke**” **service** to our clients depending on their needs. Those services are broken down in **4 different modules**, each aiming to address specific needs **depending on the development stage of the company**.

By **business development** we mean **generate growth** by building and implementing the **right strategy** to increase your sales, numerical distribution, consumer & brand awareness.

Such achievements can be done through **new markets opening**, **development of the business portfolio composition** and/or **innovation and products launch**.



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ShortCut
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Integrated Solution

Developing an effective export business requires a full understanding of the regulations, taxation, supply chain and logistic processes ..., competition, route to market and distribution ... for each specific market. **Companies rely on their export department or regional branches** to build their business abroad. Unfortunately not all of companies, whether they are SMEs or multinationals, have such a structure to allow this type of development.

Shortcut MEA is the solution and your partner to achieve this. We are your “**3rd party export department**” and through our **integrated solution**, we can take **care of the entire cycle of your export business development** from market study, to business planning, distributor shortlist and distributors management. This will allow you to **implement your product in the MEA region without having to allocate a huge investment in a local or regional office.**

Our integrated solution is also a zero-risk business model – we will agree on a **flat percentage of your export turnover for commissioning**, the more you are successful, the more we are.

This is the chance to **develop your export without any financial risks** and to **implement processes and strategies learnt from the most famous blue chips multinationals.**

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ShortCut MEA BizDev



Integrated Solution



The benefit of the **integrated solution** is that it **covers all Shortcut MEA solutions** for export business development and optimization with **no fixed costs**.

We own the project as if it was our own and **we build jointly the best strategy and planning for your products**.

Working with Shortcut MEA is a **chance for you to have a regional branch** to handle the development of your business through the entire Middle East and Africa region while **ensuring a real presence on the ground and a close monitoring of your distributors**.