

HOW

ShortCut MEA can
support your business?



Trust

Performance

Ownership

HOW

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support your business?



Market Study



Distributor Shortlist



Business Audit & Assessment



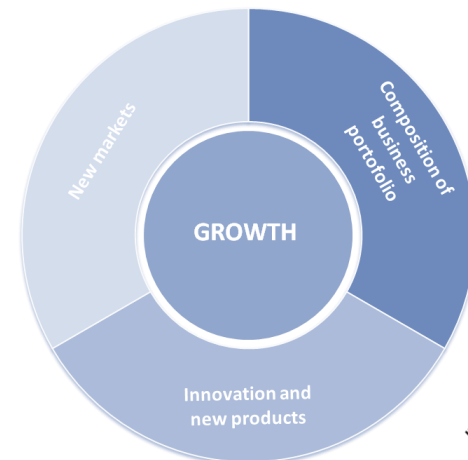
Integrated Solution

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
MEA BizDev



Distributor Shortlist

Choosing the right business partner is like choosing the **right life partner**, there will always be **ups and downs**, success and challenges. What is **key** is to have the **same vision and a healthy communication**.

At **Shortcut MEA** we translate that into **assessing potential distributor on 62 KPIs** (Key Performance Indicators) grouped in **9 different categories**: distribution and route to market, financial overview, marketing capability, sales management & process, organization & structure, communication & information flow, logistic & supply chain, human resources, network & influence.

For each **KPI we set up a score and coefficient target** in accordance with our client strategy on the country or our recommendation. We then **compare the potential partner score for each KPI**. Ultimately this gives us a **precise scan** that will highlight who has the **best match** with the strategy to develop the country.



Step 1: Defining the Go To Market Strategy

Prior to approaching any potential distributor in the market, Shortcut MEA, along with its clients, defines the GTM strategy for **Go To Market Strategy**. It specifies how the company will **reach its customers** within the market, taking into consideration parameters such as **distribution, marketing, supply chain , financing, resources needed and processes to be implemented.**



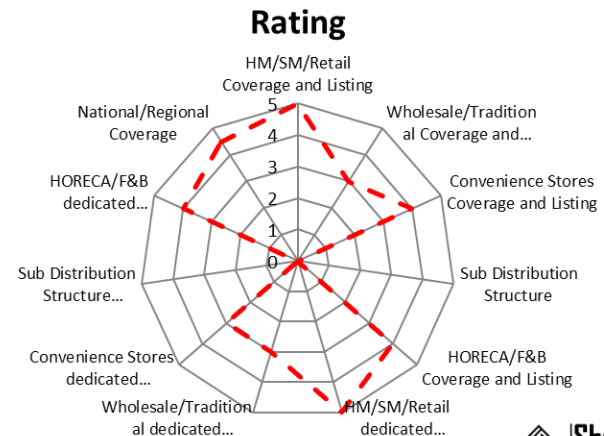
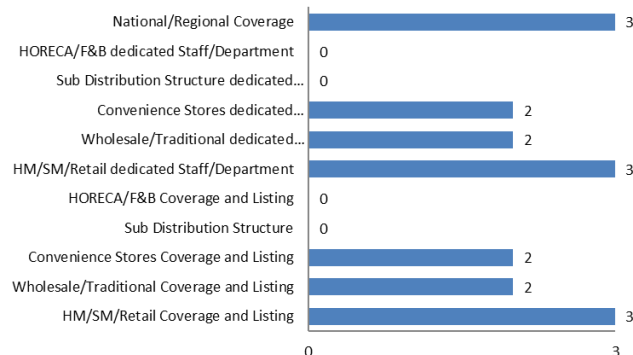
Distributor Shortlist

Step 2: Defining the KPIs target and coefficient.

Once the **GTM is clearly defined**, we set for each KPI we use to evaluate a potential partner 2 data: the KPI rating target & the KPI coefficient.

- The **KPI rating target** is a scale from 0 to 5: we set this figure depending on how well we need the distributor to **perform for this KPI**.
- The **KPI coefficient** is a scale from 0 to 3 that defines **how important is the KPI** within its group. That allows us to have a clear understanding of the area of focus within our GTM strategy.

For example, within the Rout To Market group, a company can consider that distribution in Modern Trade (Hyper and Supermarkets) is limited in the country and not an area of focus and rather want the potential distributor to concentrate its efforts on Traditional Trade – in that case the KPI coefficient is going to be low, maybe 1 on the scale of 1 to 3. However even if not focusing on the modern trade, the company might still want the distributor to perform well – in that case the KPI rating target will be high, maybe 4 on the scale of 0 to 5.

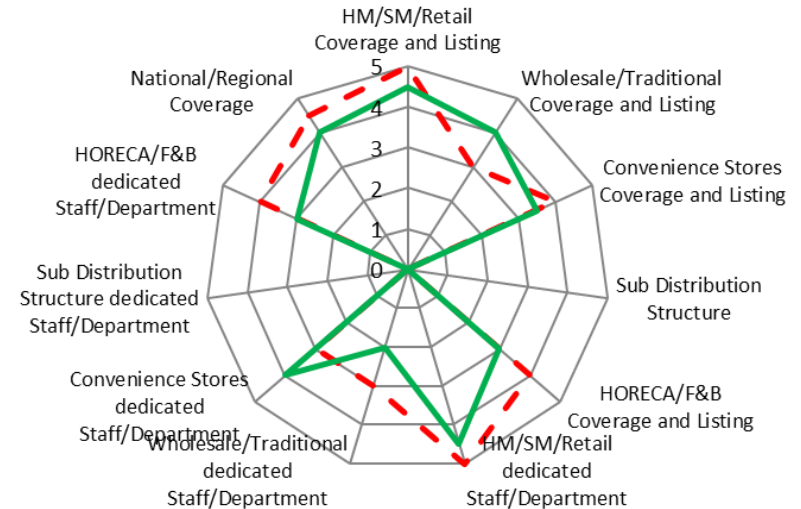




Step 3: Assessing the potential distributors.

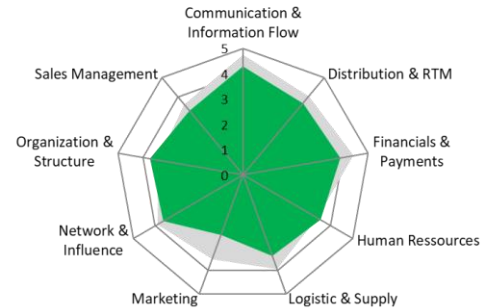
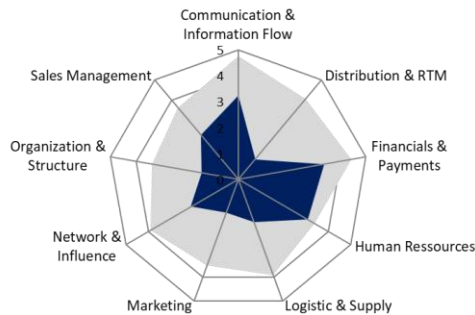
Following the KPI target & coefficient set up, the next step is to **assess potential distributor for each KPI**. We usually approach 5 to 8 distributors in the territory and shortlist 3 to 5 of them for full assessment.

Then for each KPI we evaluate **how well the potential partner performs**. For each KPI group, we'll have a precise overview of the distributor **evaluation for each KPI against our expectations** as per the GTM strategy.





Step 4: Distributor comparative analysis and ranking.



Finally a **comparative analysis on the 62 KPIs** allows us to have a **precise view of each potential distributor evaluation** against our Go To Market strategy and requirements.

Our distributor shortlist process ensures a precise assessment based on reliable parameters and **avoiding any subjective judgment**.