

Dear

Many thanks for your valued enquiry & keen interest in becoming a regional representative for Dura Composites;

We are very excited about the prospect of appointing you as a representative for our products in your chosen region(s). As you would expect, we wish to appoint representatives that are capable of providing a professional extension to the Dura Composites brand and are driven to deliver commercial success. Particularly for competitive regions, we must ensure that representatives are fully committed and operate in the same way that Dura Composites would if we operated out of the region ourselves.

In order to make sure that there is complete alignment between and for us to determine the most suitable type of representation (distributor stockist or agent/dealer), I kindly request that you provide us with some further information about your enquiry as per the questions below.

### **What we need from you!**

Please produce a brief Business Plan to include the following items:

1. Notification **of all parties** that will be involved with your proposal (ie sister companies, holding companies, partner organisations, any 3<sup>rd</sup> party links)
2. **Company Information** (Turnover, Number of Staff, Typical Customers, Number of Sales reps)
3. Which **regions** would you like to apply for?
4. **What products** would you like to represent? Ie Decking, Cladding, Industrial, Marine?
5. Who are your **current customers**? Ie contractors, engineers, developers, landscapers, house builders etc
6. Who are your **target customers** for Dura products?
7. Proposed **order quantities** within for year 1, 2 and 3 in \$USD or Containers
8. How many **containers of stock** do you intend to hold at any one time?
9. How will you **create and sustain demand** for your chosen products? Ie Marketing & Sales Strategy (Exhibitions, Current Clients, Face-to-face visits, Magazine Advertising, Postal Mail shots, Architects presentations etc.)

### **And what you will receive in return if we agree to work together**

1. Dedicated account handler
2. Special purchase rates based on a 'per container' basis
3. Full technical support from the UK Head Office
4. Marketing and advertising templates, advice and assistance
5. Short lead times for large quantities
6. British Standard Approved and certificated products of the highest quality

For your immediate reference, our current Dura Composite Representation consists of;

- **Advanced Fiberglass Industries (AFI)** - Bahrain, Qatar, Oman and the U.A.E
- **New Marinas** – Italy
- **Ridgeway** – Ireland
- **Arnold Laver** - UK (Stockist for WPC product range)

I look forward to receiving your brief business plan soon and discussing your application further after its review.

Thank you once more for expressing interest working with us Dura Composites.

Kind Regards

Paul Fletcher  
International Key Account Manager  
Dura Composites Ltd - UK Head Office