

2012/009858/07

RESPONSIBILITY OF A DISTRIBUTOR

Unlike an **AGENT** who works for commission, a **DISTRIBUTOR** has the same responsibilities to customers as the original Principal, as well as brand protection.

We are not resellers or box movers working for a commission, but a valid official sales channel for the brand being sold, with all the responsibilities and duties to the customer as if we are the original brand office regarding Pricing, Service, Support, Implementation, Warranty and Accurate information.

We are also responsible for Advertising and Marketing in line with the Principals strategies.

We have the same responsibilities as our Principals and this briefly means the following:

1. **We do not add cost to the customer** – On the contrary, as distributors, we are the shortest route between the Principal and the Customer and it is in our interest to be competitive.
2. **We can charge what we want** – Principals set price points with options for discounts for volume or loyalty and maximum pricing levels to protect their brand.
3. **We don't have competition** – Apart from normal competition from other brands, the original Principal demands that YOU are happy and will let us know if not.
4. **We don't give discounts** – Every case for a discount is put to the Principal. We do not have discretion to change prices.
5. **We only work in our allotted territory** – This does not exclude Global Accounts where we may be the nearest source of assistance
6. **We offer the same Service, Support and Expertise** – We offer the same Service, Support and Expertise that would be provided by our principals.