
Authorized Exclusive Distributor Program Guide

Introduction



Mutrade Authorized Exclusive Distributor Program Overview

The Mutrade Authorized Exclusive Distributor Program is designed to help sustain a profitable business model in a fast-changing environment where resellers require best-in-class value-added services, a high level of selling support, and focused technical expertise.

Mutrade is committed to the success of our brand and our distributors. Our goal is to offer distributorship to the most qualified people in each market and establish long-term mutually beneficial business relationships with our distributors. Mutrade distributor will enjoy exclusive representation of Mutrade products in the authorized territory and the best support from Mutrade.

Our Authorized Exclusive Distributors are the front line in delivering our vision of offering more convenient and reliable parking spaces. Although we are spread around the world we share a commitment to helping people and cities find the easy way of car parking. This requires a continuous search for new opportunities to develop our car parking knowledge, skills and the ability to apply them in new situations.

Distributor Roles and Responsibilities



Benefits

Exclusive Distributor Benefits

		Authorized Distributor
Finance	Discounted distributor price	●
	Financial support	●
	Flexible payment terms accepted	●
Marketing	Free marketing materials support	●
	Customized models for authorized territory	●
	Free technical training	●
Service	Real-time production tracking	●
	Free spare parts	●
	Discounted engineer on-site support	●
	Top priority response and service	●

Requirements

Exclusive Distributor Requirements

		Authorized Distributor
Company	>20% income of parking business in company overall revenue	●
	Customer service office in main cities in authorized territory	●
Team	Mechanical & electrical engineers / technicians employed	●
	Professional installation & maintenance team	●
	Technical support and service team trained by Mutrade	●
Cooperation	>1 year being Mutrade distributor	●
	Success of mutually agreed annual sales quota	●
Marketing	Promoting and distributing Mutrade brand in authorized territory	●
	Specific products according to different market	●
	Stocks or showcase of each exclusively selling product	●

Additional Information



Additional Notice

Mutrade will work with its prospective distributors for a trial period of 6-12 months to develop specific regional markets. This arrangement gives both parties the flexibility to learn about each other's capabilities, establish trust and evaluate the sales potential for Mutrade products in the local market. Upon meeting all the qualifications within the trial period, the potential distributor will be appointed Mutrade distributor with a binding contract. The newly appointed distributor will be evaluated annually against the qualification requirements stated in the contract.

The distributorship will be renewed if qualifications are maintained. If the distributor fails to fulfill the requirements as stated in the contract, the distributorship will be terminated.

If you are interested in working with us and becoming a Mutrade distributor, please fill out the application form in next page.

MUTRADE[®]
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Application Form

Exclusive Distributor Application Form

GENERAL INFORMATION			
Business name:			
Business address:		Country:	
Phone:		Fax:	
Email:		Company website:	
Principal contact name:		Title:	
BUSINESS BACKGROUND			
Type of Business:	Retailer <input type="checkbox"/> Wholesale <input type="checkbox"/> Import/Export <input type="checkbox"/> Manufacture <input type="checkbox"/> Other (specify) <input type="checkbox"/>		
Products/services you mainly offer:			
Number of years in business:		Number of locations:	
Number of employees in sales:		Number of employees in technical service	
DISTRIBUTION REQUESTS			
Mutrade products you are interested in distributing:			

Please tell us briefly how you plan to promote and sell Mutrade products. Attach separate sheet, if needed.

How many Mutrade products do you plan to sell in the next 3, 6 and 12 months?