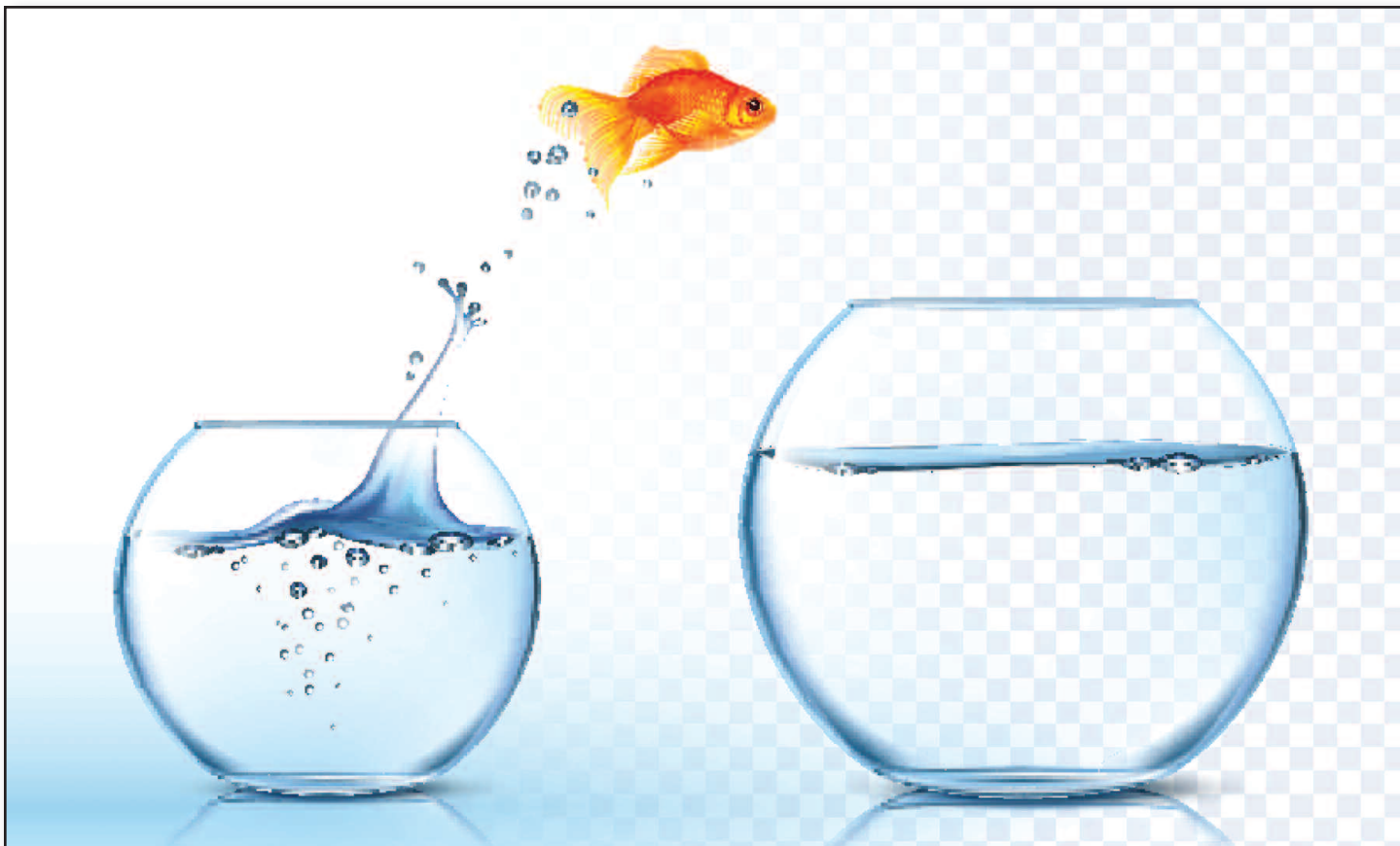


LEAP



Sourcing Profitable New Business



Export Solutions
Global Experts, Local Solutions

*How do you market your company to
the industry's leading brands?*

How Do You Attract the “Right” New Business?

Current Situation:

- Established business mature, tough to source desired 10% plus growth
- Strong team & infrastructure...capable of new challenges and bigger brands
- Many new business opportunities, but mostly pioneering or orphan brands
- New business development team is reactive versus pro-active
- Always looking for strong established brands to add to our portfolio

Our Solution: LEAP to Profitable New Business

Local brands

Existing principals

Acquisition of
other distributors

Profitable, adjacent categories



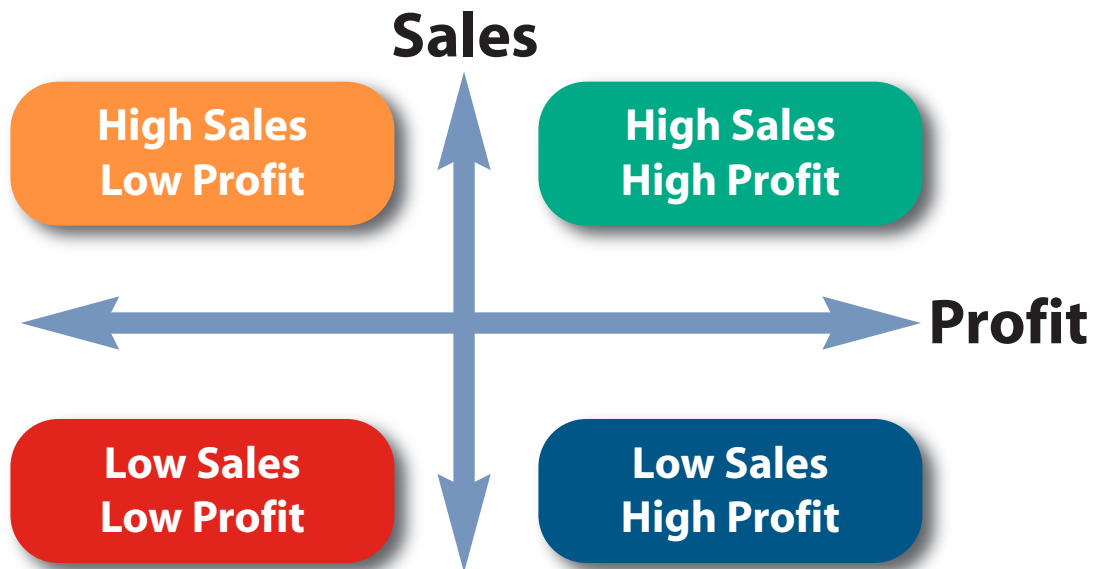
Four Step Approach – Export Solutions

Analyze current organizational and category strengths

- Segment existing brands by sales & profit
- Identify attractive adjacencies: category, channel, regional

Create personalized **LEAP** strategy

- Target high potential companies and services



Winning the business

- **A+** credentials presentation
- 50 tips on “winning the big brand interview”

Marketing your distributor brand

- Creating awareness and visibility with the international community
- Reach decision makers at target companies
- Relevant global content from Export Solutions

How Do We LEAP Forward?

Details:

- Project Timing: 2 months from concept to delivery.
- Project Fee: \$20,000 for standard services.
- **Premium** Options available ranging up to \$50,000 include newsletter development, multi-year content license, and on-site marketing.

About Greg Seminara

Greg Seminara founded Export Solutions in 2004 after a career with Procter & Gamble, Clorox, and the leading USA Food Broker. This included positions based in the USA, Saudi Arabia, and Argentina.



- Creator Distributor Database: 96 countries – 7,300 distributors.
Categories: Confectionery /Snack, Gourmet/Ethnic, HBC, Ambient/Hot Beverage, Italian Foods, German Foods/Sweets.
Specialists: Leading Brands – USA, Italy, UK, Germany, Spain.
- Author/Publisher of *Export Express Newsletter* (circulation: 5,000).
Personal contacts/readers include most export managers from USA, Italy, UK, Germany, Spain.
- Author/Publisher: *Distributor Search Guide*, *Export Strategy Guide*, *Export Handbook*, *Distributor Management Guide*, *300 Tips for Export Managers*, and more than 200 articles on export development and selling through distributors.
- Completed 300+ Distributor Search projects in 48 countries - 5 continents.
- Distributor search helper for Nestlé, Barilla, P & G, Starbucks, Tabasco, Duracell, etc.



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