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## PA Overseas Investment Policy

PA aims at establishing a lasting and stable business relationship with its overseas partners on the basis of mutual benefits and equity via the cooperation on PA Brand Agency.

### Summary of Kitchen Cabinets Business:

1. **Current Situations:** (refer to IBIS World) the cabinet and manufacturing industry has been growing at 5.2 percent annually over the past five years and brings in more than \$16 billion each year in revenue.
2. **Development Tendency :**
3. **Conclusion:**

#### 1. Main Potential Partners

- a. Wholesalers;
- b. Retailers;
- c. Project Contractor/Builder/Designer;
- d. Trading Company Home & Abroad;
- e. The one who engages in the business relevant to building materials; (i.e. supermarket for building materials, sanitary ware, kitchen appliances, kitchen hardware, tiles, etc.)

#### 2. Features and Advantages (Why should choose PA Brand?)

**2.1 “One-Stop” Services:** market research; investment budgets analysis; marketing goals launching; showroom selecting & planning; showroom decoration design; showroom build & management; warehouse management; training on products & sales skills; products selecting; products pricing; products publicity; showroom opening planning; products promotion; marketing channels development and maintenance; marketing results monitoring & amending; etc.

#### 2.1 Four Major Conveniences

- a) Low Investment;
- b) Easy Operation;
- c) Low Risk;

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d) Quick Recovery;

## **2.2 Six Ps Advantages**

- a) Professional Products R&D Team;
- b) Professional Products Production Team;
- c) Professional Products Marketing Team;
- d) Professional Products Management Team;
- e) Professional Products Dispatching Team;
- f) Professional Products Services Team;

## **2.3 Eight Profound Guarantees**

- a. Product Quality;
- b. Product Profit;
- c. Product Matched Services;
- d. Worry-Free Product Knowledge;
- e. Product Sales Skills;
- f. Products Marketing Channels Development & maintenance;
- g. Products Marketing Planning & Strategies;
- h. Profit Making & Business Developing;

## **2.4 Fifteen Core Supports**

(refer to 3)

## **2.5 Hundreds of Successful Cooperation Cases**

Hundred of PA Brand Stores that successfully run at home, and a great number of successful cooperation cases internationally show the feasibility of this cooperation.

## **3. Supports to Partners**

- 1) **Showroom Selecting & Planning;**
- 2) **Showroom Designing With PA VI System;**
- 3) **Subsidy to Showroom Sample Products;** (refer to *PA Brand Hatching Proposal*)

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- 4) **Termly Trainings;** (i.e. team build, store & warehouse management, product knowledge, product installation, sales skills, business development, etc.)
- 5) **Publicity Planning for PA Brand & Products in the Local;** (i.e. radio, TV, magazine, books, network, billboard, etc.)
- 6) **Priority Right on Products Design, Quality, Price, and Dispatch;**
- 7) **Incentives to Products Importation;** (refer to *PA Brand Hatching Proposal*)
- 8) **Exhibition Cooperation;** (i.e. canton fair, etc.)
- 9) **Marketing Channels Development & Maintenance;**
- 10) **Protection for Brand Exclusive Marketing Right;**
- 11) **Protection for Customer Resource;**
- 12) **Assistance with Project Bidding & Tendering;** (i.e. certificate of authorization, feasibility study, etc.)
- 13) **Assistance for Project Order;** (i.e. measurement, products design, decoration design, factory price, products dispatching, after-sale services, etc.)
- 14) **Phased Marketing Planning & Strategies;** (market research, product selecting, pricing, publicity, store opening, promotion, channels development)
- 15) **Full-Customization Services;** (provide that the lead time is allowed by customer)

#### 4. Requirements to Partners

- a) **Independence Area for PA Products Display;**
- b) **Security Deposit for Brand Cooperation;** (refer to *PA Brand Hatching Proposal*)
- c) **To Submit Detailed Quarterly Report;**
- d) **To Decorate the Store as PA Brand VI Strictly;**

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