

Furcillo

[Lat.] *“to act
as a support”*



increase sales & reduce costs



improve competitiveness



spread risks



attain independence

Introduction



You may find yourself wondering what export opportunities Europe offers, you might even have identified them. But day to day business or insufficient personnel keeps you from further investigation and action.

Furcillo can help you seize opportunities in Europe, without interrupting your day to day activities. You may regard us as your temporary export department, instantly providing you with the skills and experience to successfully sell your products to the right European customers. With offices in both the USA and Europe, you tap into our extensive business network with a local presence.

Partnering with Furcillo brings you tailored export solutions and results at a fraction of the time and cost, without disrupting your daily activities.

Export Solutions

Export sales mean growth, and more

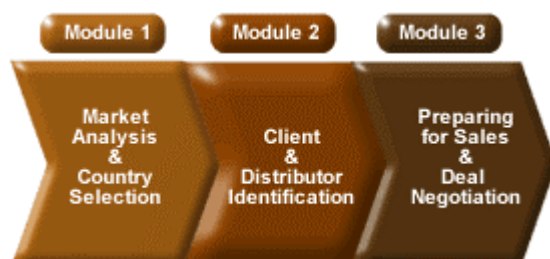
Export sales mean your company will grow, but will also strengthen its competitive position:

- Profits can rise faster when your fixed costs are covered by domestic operations
- Risks reduce as you become less dependent on your traditional market and broaden your client base
- You may encounter new marketing techniques which can be successfully applied domestically

Preparing for export, a costly and time consuming endeavour

Finding the right international clients and business partners can be a time consuming and costly endeavour, often without immediate results. It means reducing your focus on current revenue critical commitments, thus putting income and profits under pressure. Furcillo eliminates this risk by offering you tailored export support.

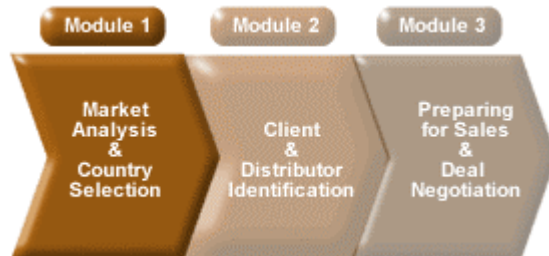
Three Module Export Program, cost efficient and result oriented



Furcillo offers you tailored export support, saving you time and money. To meet your specific export objectives, we developed the Three Module Export Program. Each Module covers a limited range of export preparation activities. Combined, they form a complete export process, from market studies to finalizing deals. Depending on your current situation, you may pick one or combine modules to fit your objectives. This means you get tailored, cost efficient support, where you need it.

Three Module Export Program

Export Module 1, Market Analysis & Country Selection



You may regard Module 1 as a separate source of valuable information, providing answers to your curiosity in export opportunities, or as the basis of Furcillo's complete export sales program. It consists of relevant information to identify, evaluate and select the most attractive markets for your products.

Module 1 provides you with an answer to the following question:

Which European countries offer the best opportunities for my product or service?

To identify the most promising export markets Furcillo will first gain an in depth knowledge of your company, its products and its export preferences. Based on this information Furcillo will perform a market scan and analyse eligible markets. Thirdly, a market evaluation study will result in a selection of most attractive countries and markets which best fit your preferences.

Module 1 will also inform you about queries such as:

- How big is the market?
- What market segments or niches are there?
- Who are the most important players, and what are their interests?
- Who are my competitors, what's their number and behaviour?
- What's the price level like?
- How are local or regional sales channels organized?
- What product specifications and requirements are their in the market?
- What promotional tools are common in the market?

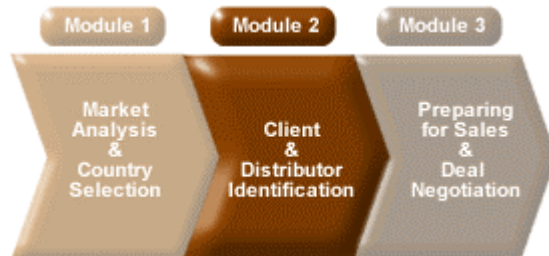
Furcillo Reports:

You will receive the following concise reports, during and after completion of Module 1:

- Primary Market Research Report
- Market Evaluation Report
- Market Selection Report

Three Module Export Program

Export Module 2, Client & Distributor Identification



Furcillo finds and selects appropriate clients and distributors in the export market of your choice.

As your temporary export department we will search and select reliable business partners, who best fit your preferences. Furcillo will continuously inform you of progress made. You can have as much or as little day-to-day involvement in the process as you choose.

How we help you;

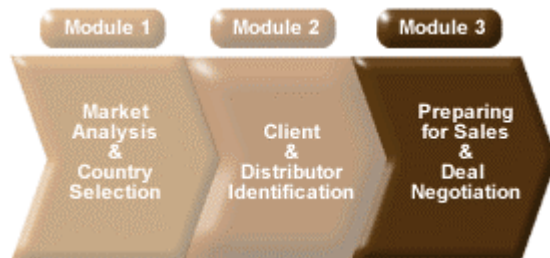
The Furcillo Identification & selection process explained:

Partner Profile -> Candidate Long List -> Partner Short List -> Partner Selection

Together we will draw up a profile of a business partner who best fits your requirements. Furcillo will then search and identify the most suitable candidates and provide you with a long list. Jointly we will select the 5-10 most promising business partners resulting in a short list. Consequently Furcillo will get in touch with and visit prospective partners to get acquainted and gain in depth knowledge of their capabilities. After each contact you will receive Furcillo's Contact Report. After a visit you will receive a Partner Profile Report. On a case by case basis you decide on your level of involvement. In the end Furcillo will suggest 2-3 potential partners from which you can make a definitive choice. If desired we will assist you in making your decision.

Three Module Export Program

Export Module 3, Preparing or Sales & Deal Negotiation



Furcillo helps you generate first sales with selected European business partners.

After having selected the export market and local business partners of your choice, finalizing sales agreements is the next step. Keeping local customs in consideration, Furcillo can help you finalize deals.

Module 3 helps you finalize export sales agreements:

Effective sales agreements with your newly found business partners can be finalized by finding the right balance in the objectives and interests of both parties involved. Many factors play a role in this process, as you will be dealing with a different:

- Language
- Culture
- Custom
- Government
- Legal system

Export Module 3, Preparing or Sales & Deal Negotiation (continued)

How we help you;

Sales preparation and deal negotiation process explained:

Market Entry Proposal -> Tailor-made Negotiation Plan -> Preparing First Offer -> Distribution & Sales Contracts

Deciding on the mode of entering your new export market forms the basis of negotiating deals with your new local business partner(s).

Furcillo will draw up a market entry proposal, which finds a balance between your objectives, the properties of the export market and interests of the business partners you selected. Consequently, we will develop a tailor made negotiation plan and formulate a negotiation strategy, aimed at local and cultural customs. After preparing our first offer we will enter into negotiations with your prospective partners, bridging cultural and language barriers. After an agreement has been reached, Furcillo prepares an international distribution & sales contract, ready for your signature.

Advantages



Going beyond a consultancy relationship, Furcillo becomes a trustworthy member of your team. Our Three Module Export Program delivers a true Win/Win at minimum risk for our clients - typically reducing fixed costs of export preparation by over 70%-, we offer true personal support from targeted market analysis to generating first sales in Europe.

There are a number of overriding business factors that are compelling companies to turn to Furcillo. Here are just a few of the characteristics that make an outsourced export program with Furcillo so attractive:

Reduced Management Effort: Initiating and managing export preparation activities requires relevant experience, language skills, cultural awareness, international business knowledge, effort and travel. Furcillo handles the day-to-day challenges of identifying European business partners and generating (first) export sales. This allows our clients to stay focused on managing business commitments on their home market. However, our clients can have as much or as little day-to-day involvement in the process as they choose.

Reduced Costs: Having Furcillo create the best framework for generating export sales allows clients to realize significant savings in cost and risk by reducing their fixed overhead expenses, and eliminating fees associated with recruiting, training, travelling, benefits, facilities, equipment and insurance for employed export staff.

Instant experience and skills: Selecting the right international markets, finding reliable partners, negotiating the best deals and avoiding pitfalls requires local cultural knowledge, analytical, language and international business skills. With Furcillo's outsourced export program, our clients instantly have these crucial skills at their disposal.

Modules tailored to your needs: Where some companies want to investigate international business opportunities, others seek to expand or intensify existing export activities. Furcillo's 3 Module Export Program offers clients the possibility to pick one or combine modules to fit their individual export needs.

Better Focus: Export endeavours require much preparation time without immediate revenue. By providing its tailored export support capability, Furcillo produces outstanding results while freeing our clients time and energies to focus on what they do best – fulfilling on their own revenue-critical commitments.

Increased Opportunity & Reduced Risk: While minimizing risk by not having to invest in organizational expansion and additional staff, our clients maximize capitalisation on European business opportunities through using Furcillo's expertise and network.

Local presence: With offices in both the USA and Europe, our clients enjoy immediate local presence with short communication lines.

International network: Building up a reliable European business network takes time. Our clients benefit from our extensive European network of government, customs and industry.

Approach

Our goal is to help you seize opportunities in Europe without interrupting your day to day activities. Going beyond a consultancy relationship, Furcillo sets itself apart by becoming a trustworthy member of your team and organization. You may regard us as your temporary export department, instantly providing you with a local presence, skills, and experience to successfully sell your products to the right European customers.

The basis of our approach is that you stay at the helm at all times. It is our job to find markets and business partners who match your proven strategy, not the other way around. Furcillo will perform all necessary tasks to identify the right business partners and generate export sales in the markets you select. However, you decide on your level of involvement each step of the way.

It goes without saying that Furcillo possess the language skills, knowledge of local customs, and an extensive network of professionals to successfully implement your assignment.

Work Method

Whichever Export Module or combination you choose, we will visit you to gain in depth knowledge of your organization, your products and the export objectives you envision. Based on this knowledge we will perform our tasks, regularly informing you on progress made. You will receive concise reports on our findings and activities, giving you the necessary information to make the right decisions in achieving the goals set. And with every task we perform, you decide on your level of involvement.

What do we charge?

Our philosophy is simple: As each client and each project is unique, our fees vary accordingly. You may buy into different elements of our service at a fixed rate, or we may agree on a result oriented payment.

Capabilities



Every project benefits from our four areas of expertise: Market Analysis, Client Identification, Sales Preparation and Export Management.

The synergy and logical sequence among these four areas makes our work very effective. Our Market Analysis selects the best export markets. Our Client Identification results in matching our client with the best possible business partners. Sales Preparation ensures the creation of profitable export sales agreements. And Export Management organizes for our language skills, professional network and knowledge of local business customs to be deployed where and when necessary.

For a compact organization we cover a lot of ground. Because we work on a project basis, we meet you where your needs are.

| | |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Market Analysis | <ul style="list-style-type: none"> · Primary Market Research · Market Evaluation · Country Selection |
| Client Identification | <ul style="list-style-type: none"> · Prospect search · Candidate Long list · Partner selection |
| Sales Preparation | <ul style="list-style-type: none"> · Entry strategy formulation · Tailored Negotiation Plan · Negotiation Support |
| Export Management | <ul style="list-style-type: none"> · Marketing · Advertising and Promotion · Logistics · Legal support · Government · Personnel · Finance · Facilitation services |

Export Management

In addition to our Three Module Export Program, Furcillo offers important ancillary services helping you to manage your new or existing export business.

A multitude of issues need to be addressed to successfully run your export business. Such issues can have a strategic nature or concern peripheral and temporary tasks which need to be dealt with locally. Reporting to you on a daily or weekly basis, Furcillo acts as your single point of contact. Together with our network of partners throughout Europe we can carry out a most of the work for you.

Furcillo helps address issues in the following fields:

| | |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marketing | <ul style="list-style-type: none"> · Product positioning · Pricing, Terms & Conditions · Branding · Distribution methods |
| Advertising & Promotion | <ul style="list-style-type: none"> · Trade show participation · Organization of trade shows & seminars · Multi-Cultural Advertising · Translation of brochures, websites, manuals · Campaign Development & Design · Website development |
| Logistics | <ul style="list-style-type: none"> · Transportation · Packaging & Labelling · Customs Documentation · International payments |
| Legal Support | <ul style="list-style-type: none"> · International trade law · Customs law · Contract law · Investment law |
| Government | <ul style="list-style-type: none"> · Grant research and application · Direct Investment Programs · Product Certification (CE & TÜV-Certification) · Taxation, exemption and drawbacks |
| Personnel | <ul style="list-style-type: none"> · Local Selection & Recruitment · Temporary & Contract Staffing |
| Finance | <ul style="list-style-type: none"> · Accounting Regulations · Accounting and Business administration Services · Payroll Administration |
| Facilitation Service | <ul style="list-style-type: none"> · Site location · Local office set up · Selection & Recruitment of Staff · Staff training |

Contact us

Are you interested in finding out how Furcillo can help you increase sales by seizing export opportunities? Please contact one of our offices for more information. We will be happy to answer your questions personally.

Furcillo Netherlands
Sleedoornstraat 8
NL-2565 WN The Hague
The Netherlands

Phone : +31 (0)70 360 8909
Fax : +31 (0)70 3604306
Email : mail@furcillo.nl

Furcillo USA
821 Curtis Drive
Nashville, TN 37207
USA

Phone : 615-973-3268
Fax : 615-868-8856
Email : mail@furcillo.nl

Website : <http://www.furcillo.nl>