Importing Marketing Brief:

**Dear valued customer**

**RE: Requested pricing on snapper frames, water bases and Totem poles ( All Attached)**

Thanks for the opportunity to quote on these products. As a Micro business we would really appreciate your business and in return, we will offer you absolute dedication, honesty, service, commitment, loyalty and reliability.

Joint importing:

Everyone would import equipment from China because of the prices they would achieve, however this comes with a fair amount of admin, frustration, quality issues, missed deadlines and exchange rate planning. So, what i am hoping to achieve with you is to potentially become your importer as this is what we do each and every day. We will hopefully become an extended part of your team, as an importer and save you money while at the same time deliver quality and service.

Quality control and Packaging:

We represent Lintel who quality control every single item that comes out the factory, they also use the best quality grade aluminium and don’t skimp on the components they use. In addition to the quality, each and every single unit comes individually wrapped in plastic and in its own box. Each box then gets grouped into a larger set and into a larger box adding on an additional layer of protection, for example: Our snapper frames come individually wrapped and individually boxed and grouped in a set of 10 in a larger box.

You are guaranteed that weather you order a single unit or 10 000 units, the quality will be consistent and excellent. We are so sure of our product that we offer a swap out policy, no questions asked.

Price:

We are now almost ordering a container every six weeks and i am certain that by year end we will be achieving a container every three weeks. It is with these volumes that we now achieve fantastic prices with our factory and then pass them direct on to you.  Also Unigraphics deal direct with our factory in China and then direct with you, so there are no middle agents involved in our importing process resulting in small markup and massive long term savings for you. We will go so far as to say that we will beat any price of same quality, guaranteed!

Spares:

We also carry spares on all items that can and will ultimately save you more money.

Honesty and transparency:

We are here to help you and save you money, so i am even willing to agree on a fixed margin and then expose our base costing. This would allow the relationship to be honest and transparent. Then, if ever you require better pricing and different products, we can source them for you in a day. We are then guaranteed your business and you are guaranteed price, quality, service and availability. You will achieve much more on your current budgets. We are here to serve.

Payment Terms and Delivery:

Because of the shear volumes you require, we can only co-import with you as a small business, therefore the prices have been worked out accordingly. Our payment terms with China are 50% deposit and 50% on docking which would be the same for you. Your personal containers will be delivered direct to an address you specify or if part of our container will arrive at our warehouse in Wynberg for collection. Our prices exclude VAT and are valid for 15 days only due to exchange rate fluctuations.

Ordering process and lead times:

As a rule of Thumb, goods take on average four weeks to manufacture and then a further four weeks at sea so it would be safe to expect a lead time of 6-8 weeks on large volumes although we do carry stock on most items.

I thank you for your consideration and would love to take this to the next level in may if this model suits you.

* *Please do not divulge these prices to anyone else, they are strictly confidential. You are a platinum customer.*
* *Please note that all larger deals will be done on a case by case basis.*

Best Regards

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