



THALAMUS Marketing





ARTE ET HUMANITATE, LABORE ET SCIENTIA

SUCCESS
guaranteed

LEADERSHIP
in the market

PARTNERSHIP
with THALAMUS

OUR VISION



www.thalamus.solutions



«THALAMUS» IS YOUR PARTNER IN GROWING YOUR BUSINESS AND EXPANDING TO NEW MARKETS



In a global economy and the increasing internal and external competition, it is time to use new tools and approaches in the field of business processes in foreign economy activity to improve the competitiveness of companies and increase sales in foreign markets.



120

12 offices in the EU, Ukraine, Russia, Belarus, Kazakhstan, and India
More than 120 highly qualified specialists in the field of sales, logistics and Finance



More than 100 partner companies worldwide



A team of professional managers
with over 10 years of experience in the field of foreign trade activities and international trade



Regional websites
for promoting your products in the regional markets



WHAT IS «THALAMUS Marketing»



- ◆ Business-tool «THALAMUS Marketing» is the new standard in the approach to organization of business processes in the sphere of foreign economic activity for enterprises that are interested in expanding the sales of their products in the EU market and the emerging markets of the CIS countries, India and South-East Asia.
- ◆ Business-tool «THALAMUS Marketing» is a comprehensive approach to solving the tasks of promotion and marketing of the company's products in foreign markets.
- ◆ Business-tool «THALAMUS Marketing» is a solution created by the Group of Companies «THALAMUS», which brings together a network of regional representatives in different countries of the world under the brand of "THALAMUS" owned by the management company «THALAMUS» located in Bratislava, Slovakia, EU. This an experienced and cohesive team of professionals in the field of foreign trade activities, logistics, finance and law.



HOW DOES IT WORK?



Our clients use “THALAMUS Marketing” for quick access and promote their product on a particular market with minimal monthly costs

For example, one highly qualified sales specialist in the field of foreign trade, who is hired to search for customers and marketing of products in overseas markets, can cost companies between 2000 to 7000 Euros per month. In this case, one person has a fairly large physical and time constraints for processing a large flow of information and often this job requires a team of several people, which consequently increases the company's costs several times over. Therefore, this trend of marketing their products is not always available for small and medium-sized firms.



Through using «THALAMUS Marketing» ◆◆◆



- ◆◆◆ **A** customer actually rents a whole business structure with a team of professionals in the field of foreign trade and with network of regional offices, spending on a monthly basis approximately the same amount as the salary of one of a highly qualified specialist. In return, the client receives a comprehensive service in the promotion of its products in targeted territories, and in the case of necessity - the logistics and marketing solutions to supply their goods through our regional representatives in the territories. Even after having solved the issue of providing the foreign trade sales department with necessary specialists, there is always a question faced by any company of how to deliver the ordered goods to buyers at minimum risks and best for value costs.
- ◆◆◆ **T**he Client solves the task of minimizing the risks associated with foreign trade activities since THALAMUS offers to arrange the supply through an overall scheme comprising the delivery from the Seller's warehouse to the one of the Buyer. By following this way-in case of necessity- the Client may easily solve the issue of its product certification and adaptation to new market environment. THALAMUS team will be honoured to overtake these activities for you.





Conclusion of distribution agreements with «THALAMUS»



Conclusion of distribution agreements with THALAMUS containing the best possible set of tools to implement an effective marketing policy within the agreed territories.

A logical continuation of promoting the product in an international market is to build a dealers' network within the targeted territory. On this particular stage every company comes across a very important question of how to select distributors to establish a profitable network. It's a matter of critical importance since a mistake in choosing a partner may deprive the company's product of advantages in a given market due to the time factor associated with the wrong choice of the effective distributor. When using «THALAMUS Marketing», our clients receive a reliable and trustworthy partner that can take over the functions of a distributor through the regional representatives of THALAMUS in the targeted territory, therefore the selected market will be well prepared and familiar with the product offered by the client which will secure its positions and dramatically improve the competitive edge in the market.



THREE SIMPLE STEPS TO SUCCESS





Step 1 The signing of the contract



We sign a contract with you for the comprehensive support of business processes in the field of foreign trade for a period of 6 months, which details our duty to promote your goods and seek buyers for the agreed territories using the regional representatives of THALAMUS

The standard package of THALAMUS Marketing comprises as follows:

- ◆ search for potential buyers of the Client's goods in the targeted territory;
- ◆ obtain inquiries from potential buyers and forward them business proposals on behalf of the Client;
- ◆ lead negotiations on the Client's behalf with potential buyers and advise on relevant products;
- ◆ include the information about the Client's products and a comprehensive catalogue of products on the relevant regional THALAMUS website with a link to the Client's main website;
- ◆ compile and hand over to the Client a database of potential Buyers;
- ◆ issue progress reports on a monthly basis (targeted offers, answers to customers on the status of targeted offers, etc.);
- ◆ the Client will ensure the THALAMUS services to be paid on a monthly basis against the terms and conditions of the signed agreement.



THALAMUS may provide any additional services



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At the expense and on behalf of the Client THALAMUS may provide any additional services to promote the Clients' products in the targeted territories, and namely:

- ◆ Arrange joint participation in thematic exhibitions and conferences;
- ◆ Arrange business trips and presentations to key buyers with the participation of the Client's representatives;
- ◆ Advertise in regional online and print media;
- ◆ Develop video presentations and regional websites in the local language;
- ◆ Ensure marketing research and develop the strategy to introduce the Client's products to the targeted market;
- ◆ Search for potential distributors of the Clients' products within the agreed territories;
- ◆ Arrange certification and adaptation of the Client's products for the local market, as well as deliver any other services on agreement with the Client.



Step 2 «THALAMUS» - is the supplier of your goods to the buyers within the targeted territory



If necessary, You can employ the structure of THALAMUS Group to reach the buyers within the targeted territory through using our transport and logistics infrastructure operated on a warehouse to a warehouse basis.

In our turn we may purchase your products through our regional representatives operating in your country or directly under a foreign economic contract.

We will preliminary agree with you the pricing policy with the aim of settling the final price to the buyer which will include the amount of our fee in the form of discounts or markups to the base price.

Once the Client settles to deliver the goods to its end customers through liaising with THALAMUS Group of Companies , we commit to:

- ◆ agree with the Client the price policy with the aim of establishing the final sale price for the buyer with regard to costs incurred by our companies involved in the deal and our fee;
- ◆ ensure a payment scheme beneficial for both the buyer and the Client;
- ◆ arrange the supply of products to the buyer on a warehouse- to- warehouse basis.

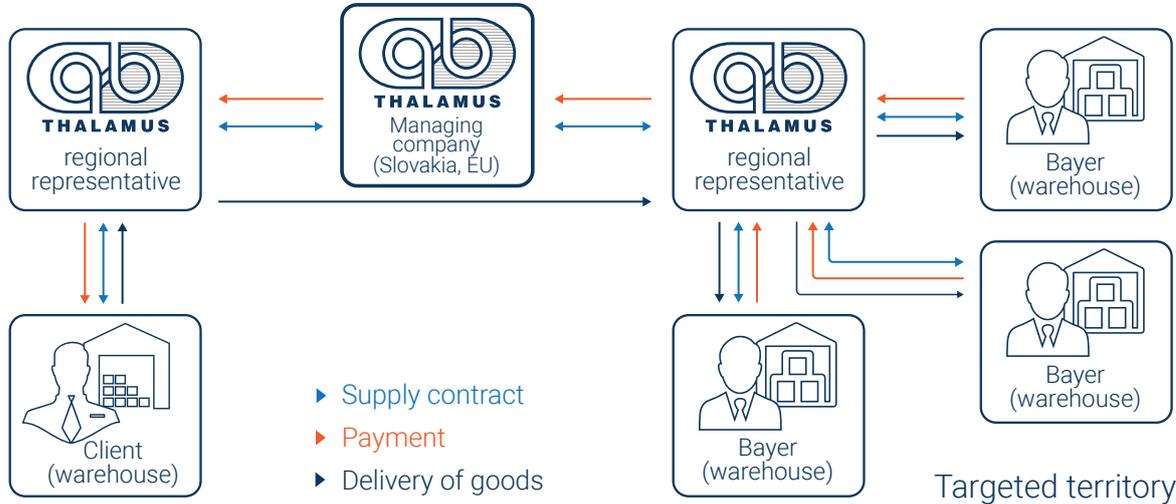


Options of delivering your products to the buyers in the targeted territories within the frames of THALAMUS



Option A

«THALAMUS Marketing» based on a warehouse-to-warehouse scheme



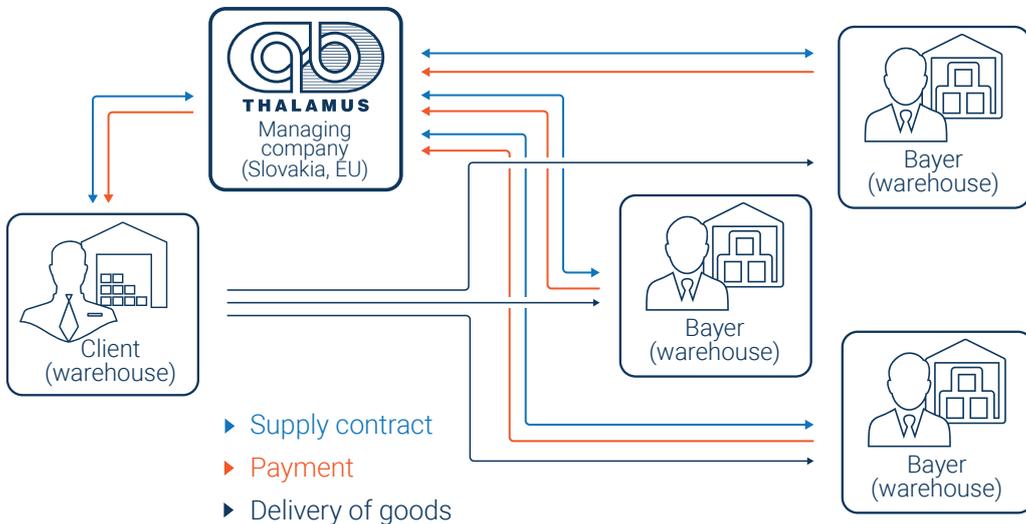


Options of delivering your products to the buyers in the targeted territories within the frames of THALAMUS



Option B

«THALAMUS Marketing» based on a warehouse-to-warehouse scheme



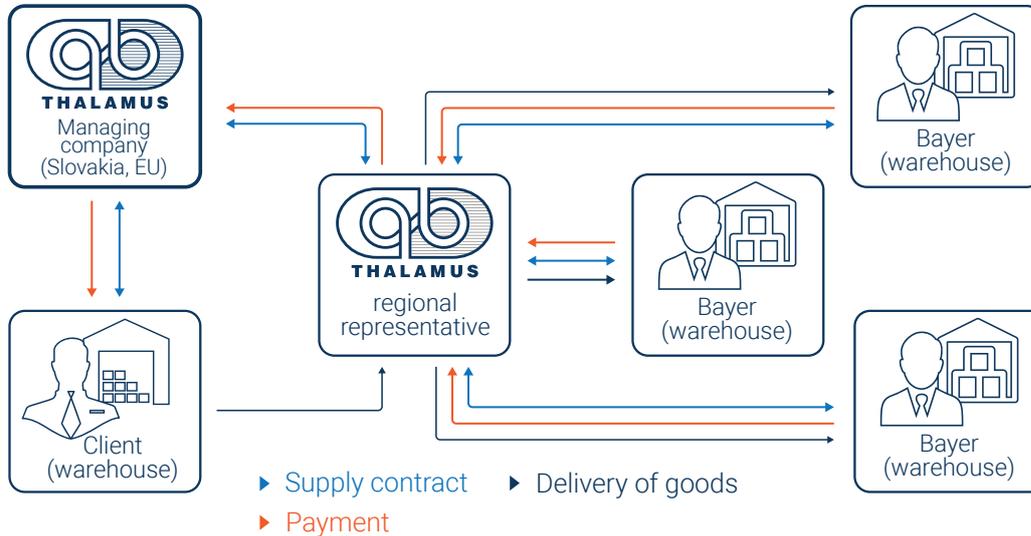


Options of delivering your products to the buyers in the targeted territories within the frames of THALAMUS



Option C

«THALAMUS Marketing» based on a warehouse-to-warehouse scheme





Step 3 «THALAMUS» is the distributor of your products



Our cooperation may logically continue in entering into a distribution agreement under which THALAMUS will overtake the responsibility of a regional distributor of your products within the agreed territory. Under the agreement, we will establish a network of dealers, or extend any previously established networks, or create new distribution channels for your products. The previous outsourcing contract will be terminated, and You no longer need to bear the monthly costs of our services. In return You have a reliable partner represented by our team well acquainted with your products. Moreover, the targeted market is already prepared for operating an efficient network of dealers.

In liaison with the Client we'll agree the price policy, marketing activities, plan for development of a robust distribution network. There is also an option of establishing a regional service center, a warehouse for storing products and components, arrange certification, as well as any other activities to efficiently promote your products within the targeted territory.



Use of "THALAMUS Marketing Tool" within the frames of foreign trade business processes is a simple and relatively cost beneficial way to introduce your products to the targeted international markets and to establish a robust profitable sales profile



YOUR FORMULA OF SUCCESS:



PARTNERSHIP
with
THALAMUS

LEADERSHIP
in the market



SUCCESS
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