

December, 2015

Dear Sir/Madam,

Thank you for offering us an opportunity to introduce Smart Sellers services. We are professionally managed MSME registered business consultancy firm established since 1990. The objective of our association with your esteemed organisation is purely BUSINESS GROWTH, by joining you as an external CEO/Marketing Director.

Most of us started small & remain small for life time. You must be wondering why this is happening with us, the reason is that we have limited resources, lack of sufficient & skilled manpower. All the efforts put in by you & your people does not yield sufficient returns so far. The market is day by day getting tough & competitive. The existing manpower if available are either non productive or tend to leave due to not having proper environment. Or do not have marketing team due to not having right guidance.

Simultaneously you must be admitting that the today's time is suppose to be the best in the era where everything is in its place & the world is full of OPPORTUNITY UNLIMITED. So why worry, we both can join hand together for better future and really MAKE IN INDIA HAPPENED for your business.

We at Smart Sellers has taken a challenge of reaching out to all business men & women who wish to succeed in their business venture, irrespective of size of business, whether start up, established, grown up or exit stage. Nature of business doesn't matter to us since what we believe is "PRODUCTS & SERVICES CHANGES but the PEOPLE REMAINS SAME", whether they are buyers or sellers from our country or overseas, everybody thinks alike.

What we have learnt out of our 36 years of live selling & marketing experience is that, you need to be seller than just an order taker. That is the basic missing link between buyer & seller. Hence we form the perfect Marketing Strategy for your products & services.

I have learnt my basic marketing skills from Industrial Vales Company, Borosil Glass Works Ltd. & Eureka Forbes Ltd., (earlier owned BY TATA GROUP) the leading marketing company of India.

We have so far serviced more than 70 companies having 50 lacs to 500+ cr turnover, with manpower size of mere 5 to 500+ people. We have so far worked with many industries and achieved growth of minimum of 40% to maximum of 1000%, in short span of 6 months to 36 months.

Please go through our detailed introduction from our attached sheets. We will be honoured if you allow us to be your partner in success.

With regards,

For Smart Sellers Marketing/Management Consultancy Services,

BIPIN P ANGOLKAR, CHIEF MENTOR.

SCIENTIFIC APPROACH FOR YOUR BUSINESS DEVELOPMENT

A.P.I.C. (ANALYSING, PLANNING, IMPLEMENTATION & CONTROL)

Types of Services Offered

Business Analysis Business assessment S.W.O.T. Analysis Team Interaction & Review Management Assessment	Strategic Planning Defining 4 Ps in Marketing Strategic Marketing Management Short Term Strategy Formation Long Term Strategy Formation
Industry Trends Market Research Business Environment Industry Analysis Competitor's analysis	Product Placement New Product Idea Refinement New Product Launch Marketing Planning Competitive Analysis
Product Management Product Life Cycle Business Continuity Planning Marketing Management	Customer Relationship Management Talley Marketing Training Customer Care Training Customer Delight Process
Sales Force Effectiveness Channel Partners' Audit Sales Force Motivation Sales Team Development Trade Show Guidance.	Change Management Process Appreciative Inquiry Employee Empowerment Management Training Executive Coaching
E-Marketing Strategy E-Commerce Solution E-Marketing Support Digital Marketing	Advertisement & Branding Advertisement & Media Planning Website Designing Branding & Brand Building

JOB EXPERIENCE (1979-1990)

Industrial Valves & Tubes Co IVTC Valves & Fittings, Sales & Servicing to Chemical & Petrochemical , Thermal & Engineering Projects & Plants
Borosil Glass Works Pvt. Ltd. Borosil Labware, Sales Department for Laboratory & Kitchen Ware to Channel & Retail sales PAN India
Eureka Forbes Ltd.(A TATA Enterprises)for Euroclean Vacuum Cleaners & Aquaguard Water Purifiers , Direct Marketing of Domestic Appliances In Mumbai, Surat, Vadodara & Ahmedabad

CLIENT LIST

With whom we are associated since 1991-2015

Direct Marketing of Domestic Appliances	Ronald Mixers Ronald Food Processor
	Gajendra Mktg. Services Flamingo Heating Pads
	Bajaj Electricals Ltd. Bajaj UV Plus Water Purifier
	Siddhi Marketing, (an own enterprises) we were Distributors for Ronald, Bajaj, Commander, Anjali Appliances
	Konark Fixtures Ltd. Konark UV Plus Water Purifier
	C.V. Enterprises, Blue Dolphin water, air, food purifiers
	Laser Craft Controls Brite Spot Frost Control System
	Ketko Appliances Pvt. Ltd. Ketko Geyser & Water Heaters
Home Decor	Arihant Mattress Arihant Mattresses & Pillows
	Marshall Wall Paper Marshall Wall Papers
	Screen All Screen All window screen
FMCG Products	Krishnay Herbals Krishnay Sweetner
	Sanjeevani Food & Beverages Srushti Tea
	Lahhejat Tea Lahejjat Tea
Construction Industry	Nayna Plastics Pvt. Ltd. Nayna PVC Laminated Doors
	Citadel Architectural Soln. P. Ltd. Architectural Products, 3M Films
	Dattatraya Bangar's, Design Facade, for Glass & Stone Facade
Automobile Industry	Laxmi Bus Body Centre Laxmi Bus Body parts
	Sona Automobiles Sona Auto shop
	Mile Stone Akari Batteries for 2 wheeler
Disaster & Rescue	Shrikrishna Agro Equipt. P. Ltd. Smart Rock Splitters & Ventilators
Service Industry/ Housekeeping/ Hospitality	Taj Hotels Ltd. Taj Lands End Hotel
	Waser Solutions Water Tank Cleaning Service
	Karma Management Consultants Karma Pay Roll Mgmnt/Placement
	Advanced FMS Housekeeping & Security Services Synergy grup
	Lotus Lotus Pest Solutions
	S cube Car Spa
	Soul Konnect Hospitality LLP
Health Care & Fitness Industry	M.K. Enterprises MK Steam, Sauna & Zakuzi
	Emco Meditek Pvt. Ltd. Emco Medical equipments
	IPC Heart Care Centre ECCP Treatment for Heart Patient
	BPL Life Sciences Pvt. Ltd. Balatein Whey Protein supplement
	Shapwell Industries IONIKA Water Ionizer
	Kawachi Group Kawachi portable steam bath
Corporate Gifting	Ajanta Gifts Pvt. Ltd., Ajanta Gifts
Organic Products	Gayatri International Trading Co. GITC Organic Food Products
	Swati Natural Resources Swati Fulvate (Humate)
	Eco Fluids Cheme (I) Pvt. Ltd. Huwa San Disinfectant (CHEMICAL)
MLM Business	Nettrak Marketing Ronald Products (APPLIANCES)
	World Book Inc. USA World Book Encyclopedia
	Amway India Ltd. Amway Products (FMCG)

Ready made Garment, Accessories, Retailing	Tarun Enterprises Red Ox Jeans
	Suvidha Family Shop Suvidha Showroom (RETAIL)
	Samdson Exports Osim shirts
	Nutan Apparels D-Code Trousers
	M. Lachhamandas & Co. Talco fusible interlining, Ttl Zips
	Anukruti Fashions
Pharma Engineering	Apex Electromech Pharma Apex Pharma Machines
	Swiss Engineering Pvt. Ltd. Swiss Brand Wheels
	Tan Swa Technologies Tan Swa Control Pannels
	Citizen Scales Pvt. Ltd. Citizen Weighing Scales
Transforming Centre & Social Cause	World Human Development Centre WHDC Training Centre
	Roman Oasis Roman Water Purifier
Jewellery Industry	Sanskriti Designer Jewelers Sanskriti Designer Jewelers
	M.V. Pendurkar & Sons MVP Jewellers
	Pandurang Hari Vaidya PHV Jewellers
Lighting & Electrical Fittings	Prestolite Corporation, for PRESTOLITE LED & fittings
	Style Code Electricals & Lighting LLP for STYLE CODE luxury lighting
IT Mobile App	Altaf Husain, Nimetler Technologies
	Umesh Oswal, Sigmacell Infotech,
Medical Treatments	Dr. Ajay Thakkar's Dental Clinic
	AANSI Alternative Back Pain Relief Treatment from USA
Ready to eat products	MADHUMITA , Dabholkar Enterprises
Confectionery & Bakery Products	HYBRID , Fresh Cake Lounges, Khedekar Future Foods, Panvel & Kamothe
Interior Decoration	PRAB Prab Space Concepts Pvt. Ltd.
Automation Industry	Absolute India Mechatronics Pvt. Ltd.
Heavy Engineering	Rashtriya Cranes , Rashtriya Industries
Security Systems	Lym CCTV , Lym Technologies Pvt. Ltd.
Logistics Industry	Dole Logistics , Dole Logistics
Fire Fighting Industry	Swastik Synergy , Swastik Fire Extinguishers Pvt. Ltd.
	Intime fire , Intime Fire Appliances Pvt. Ltd.

CASE STUDIES

RONALD FOOD PROCESSOR

Ronald Appliances launched their domestic food processor in Maharashtra in 90s but failed from initial launch due to financial crises as well as wrong planning. Got associated with Smart Sellers.

- ✚ Proper revamping activities were undertaken as a result
- ✚ Company could come out its bad debt within 6 months,
- ✚ Company opened branches in Mumbai, Thane, Pune, Pimpri, Kolhapur, Nasik & Sangli.
- ✚ From mere turnover of 25 lacs company reached annual turnover of 2.5 cr within 3 years.
- ✚ Company started CELEBRITY CIRCLE CLUB similar to Eureka Forbes' Silver Circle Club
- ✚ Two Wheeler Scheme started for Sales Persons
- ✚ Numbers of promotions & up gradations were taken place.

FLAMINGO HEATING PADS

Ascent Healthcare, formerly known as Silverline Industries, wanted to launch Domestic Heating Pad for fomentation purpose against traditional hot water Bags.

- ✚ A team of ‘Health Consultants’ were introduced for door to door marketing
- ✚ Health concept of treating back ache at ease was introduced
- ✚ Variety of free trials with health consultations were provided from office to office
- ✚ As a result company has succeeded launching their products PAN India
- ✚ At present Flamingo is a leading orthopaedic treatment brand having more than 144 products in 44 countries
- ✚ Company’s current turnover is more than 25 cr.

CITADEL ARCHITECTURAL SOLN

Citadel since inception were moving very slow even after completion of 7 years in business. Smart Sellers taken this challenge, by way of:

- ✚ Team formation, from Citadel employees it became “Team citadel”
- ✚ Proper Organizational structure was formed, by dividing 3 different sales divisions
- ✚ Business Heads were given role of Profit Centre Head
- ✚ Three Area Managers were promoted
- ✚ As per product line 3 divisions were formed, namely Interior, Exterior & Industrial Division was formed
- ✚ In the same year company got 100% growth in the turnover
- ✚ 3rd All India Sales Conference was hosted by Smart Sellers
- ✚ As a result company reached to more than 200% growth in their business in subsequent years

Company has moved into their own office from rented premises.

KHEDEKAR FUTURE FOODS

Hybrid bakery & confectionery store was passing through tough phase & decided to close the business, as a last resort they approached Smart Sellers to look out for a possible soln. the results are as follows: Within the few months after regular interaction

- ✚ staff attrition ratio dropped
- ✚ Shop started doing business from Rs.10K per day to Rs.20K per day, 100% growth in daily collection.
- ✚ Out of shop marketing was focused, new chocolate mfg. Started
- ✚ Converted the concept of bakery shop to a brand new concept of “The Fresh Cake Lounge”
- ✚ The TFCL was introduced to young crowd to seat & cut the cake at the lounge
- ✚ This has appealed to Franchisee Development business;
- ✚ Hybrid opened their 1st Franchisee outlet at Kamothe

PRESTOLITE CORPORATION PRESTOLITE LED

1978 Established Prestolite Company was struggling for survival in Mumbai. Company turnover was quite low and manpower strength was quite negligible.

- ✚ Within 6 months' service, company could able to register under MSME Act.
- ✚ Processed their papers for bank finance with confidence.
- ✚ Having placed 2 sales executives and they are performing up to expectations.
- ✚ Company's business improved over last year's sales.
- ✚ Sales generated this year were from team sales & not individually from owner.
- ✚ The product sales was mainly from all products and not from high end lighting solutions

At Smart Sellers We Means Results

Just Follow 6 simple steps to gain optimum from our services

Understand Us:

Understanding each other is KEY per-requisite of every relation & business. So initially focus on understanding the concept of Marketing & Management guidance of Smart Sellers which we are proposing. You need to understand us 100%.

Accept Us:

The second step after understanding is of acceptance. You need to accept us 100% as your marketing & management guide without having even single percentage of doubt.

Believe Us:

The third important step which comes after understanding & acceptance is believe in principles of Smart Sellers, that too cent percent without having a 0.001% of doubt.

Pay Us:

When you finished above three steps the easiest step is to **Pay Us** 100% in advance. We believe that you will only make payment when you have **understood, accepted & believed** in the Smart Sellers. Beware of **any free advice from non professional relatives/friends, which can surely ruin the business.**

Follow Us:

Now you need to follow the steps 100% without having 1% doubt. The solutions are specially designed for your business & all the solutions are being time tested over **35 years** before advising.

Enjoy the success:

Now it's time to enjoy the success. It's been quite some time you have not enjoyed your holidays, so go on for a family holiday and let the Smart Sellers's successful system handle the show.

SMART SELLERS YOUR TRUE FRIEND IN BUSINESS.....