

## **PAMS GROUP DEALERSHIP MODEL / CATEGORIES**

### **1. Direct Store Delivery (DSD) Dealership - N1m:**

This dealership involves direct delivery of products to retail stores which will be coordinated by the SDD.

### **2. State Delivery Dealership (SDD) - N5m**

State distributors will serve as PAMS Group intermediaries with mandate to distribute PAMS Group products and services across the a particular state in Nigeria.

### **3. Regional Distributorship Licence (RDL) - N15m:**

Regional distributors will serve as PAMS Group command centres to ease logistical challenges with mandate to coordinate PAMS Group products and services dealership / distributorship across a particular region or zone in Nigeria.

### **4. Online /Affiliate Dealership (OAD): - N0m**

This involves bloggers or online platforms that intends to facilitate direct sales to consumers or businesses, offering convenience and a wider reach for PAMS Group products and services.

# **PAMS Group DEALERSHIP AND DISTRIBUTORSHIP REQUIREMENTS AND BENEFITS**

## **1. Direct Store Delivery (DSD) Dealership:**

- **Requirements:**
  - Robust logistics and delivery network.
  - Real-time inventory management system.
  - Strong relationship management with retail store owners
  - Deposit of One million naira (N1,000,000.00).
  - Minimum purchase of Five million naira (N5,000,000.00)
- **Benefits:**
  - Competitive margins on products sold
  - 5% discount from SDD discount
  - Faster product replenishment and reduced stockouts.
  - Enhanced brand visibility at the retail level.
  - Immediate feedback loop from retailers to the company.
  - PAMS Group distributors / dealers benefit package

## **2. State Delivery Dealership (SDD):**

- **Requirements:**
  - Extensive knowledge of the state's market and consumer behavior.
  - Warehouse facilities for storage and distribution.
  - Compliance with state regulations and standards.
  - Deposit of Five million naira (N5,000,000.00).
  - Minimum purchase of Ten million naira (N10,000,000.00)
- **Benefits:**
  - Competitive margins on products sold
  - 7% discount from the RDL discount
  - Centralized control over state-wide distribution.
  - Economies of scale in transportation and storage.
  - Improved market penetration within the state.
  - PAMS Group distributors / dealers benefit package

## **3. Regional Distributorship:**

- **Requirements:**

- Strategic location of command centers to optimize logistics.
- Strong coordination with SDDs and DSDs.
- Ability to manage large scale operations.
- Deposit of Fifteen million naira (N15,000,000.00).
- Minimum purchase of Thirty million naira (N30,000,000.00)
- **Benefits:**
  - Competitive margins on products sold
  - 10% discount on all purchases made in the region.
  - Streamlined supply chain across multiple states or zone.
  - Consolidated shipments to reduce costs.
  - Enhanced bargaining power with distributors / dealers.
  - PAMS Group distributors / dealers benefit package

#### **4. Online/Affiliate Dealership:**

- **Requirements:**
  - Digital marketing expertise to drive online sales.
  - Reliable e-commerce platform or partnership with established online marketplaces.
  - Effective affiliate program to incentivize bloggers and online platform.
- **Benefits:**
  - Competitive margins on products sold
  - 0.5% payment on all sales generated from the OAD's link by PAMS Group
  - Access to a broader customer base beyond physical boundaries.
  - Lower overhead costs compared to physical stores.
  - Data driven insights into consumer purchasing behaviour.
  - PAMS Group distributors / dealers benefit package

## **PAMS GROUP DEALERS AND DISTRIBUTORS BENEFIT PACKAGES**

### **1. Financial Incentives:**

- Competitive margins on products sold.
- Volume-based discounts or bonuses for achieving sales targets.
- Access to subsidized advertising programs and special discounts.

### **2. Operational Support:**

- Training programs to enhance sales and operational skills.
- Marketing support, including promotional materials and co-branding opportunities.
- Access to efficient supply chain and logistics services to ensure timely delivery of products.

### **3. Technological Advantages:**

- Use of advanced inventory management systems to streamline operations.
- Access to digital tools for sales tracking and customer relationship management (CRM).
- E-commerce platforms for expanding online sales channels.

### **4. Market Development Funds:**

- Financial support for local market development activities.
- Assistance in participating in trade shows and industry events to promote products.

### **5. Exclusivity and Territory Rights:**

- Exclusive rights to sell in a particular territory, reducing direct competition.
- Protection of territories to ensure a secure market for dealers and distributors.

### **6. Product and Service Diversification:**

- Opportunity to offer a wide range of products and services to meet diverse customer needs.
- Training on new product features and benefits to enhance sales pitch.

### **7. Partnership and Networking:**

- Opportunities to network with other dealers and distributors to share best practices.

- Participation in dealers and distributors conference to influence company strategies.

#### **8. Recognition and Rewards:**

- Recognition programs for top-performing dealers and distributors.
- Awards and accolades for outstanding performance and customer service.