



## WE CARE FOR MSME'S INTERNATIONAL MARKET ESTABLISHMENT

**SAFE & STRATEGICALLY MOVE IN  
INTERNATIONAL MARKET THROUGH  
US**

### SIMEC

**WE ARE THE PIONEER, THE LEADER**

**MOST ECONOMICAL STRATEGIES  
MSME'S ORIENTED POLICIES**

### SIMEC- Strategic International Market Establishment Campaign

- ✓ Support Micro-Small-Medium-Enterprise (MSME's) & Manufacturers.
- ✓ **'Aggressive Marketing'** and **'Strategic Sales Orientation'**.
- ✓ Support them in driving operations efficiently and ensure their presence in domestic market.
- ✓ Work as an **'Extended Arm'** and with **best efforts** to establish their market.

#### OUR MOTTO

- ✓ **MSME's can easily focus on the manufacturing operations and costing functions** and do not get deviate due to burden of work at initial and emerging phase of establishment.
- ✓ **Strategic Planning of International Marketing through us and business development operations through us, saves a lot of capital on expenditure for operations, sales expansions and marketing tools.**
- ✓ **Flexible Payment Options:** Works on a very nominal prepaid fee keeping the *working cost as minimal* can carry so as emerging SME's can benefit their all cost resources well.
- ✓ *Thus our support helps them to establish and grow much efficiently.*
- ✓ *Contribute in India's Industrial and Social development.*

#### SERVICES PROVIDED

- Business Development (Sales & Marketing) strategy planning.
- Market Research - Pre-launch scope of product.
- Sales and Marketing team - Promotion of Products.
- Hunt for suitable buyers -
  1. Tier 1 Domestic Traders (Big Level Players)
  2. Tier 2 Domestic Traders (Mid level players)
  3. Retail Chains & Brands.
  4. Factories (Modifiers/Converters) and Exporters.
  5. Government Tenders and projects and Institutions.
- Setting up quarterly, annual sales target and achieving the goals.
- Information Updates - Market Situations, Analysis and Suggestive Actions.
- Market and consumer feedbacks.
- Email Campaigns, Cold Calls.
- Marketing Content Writing
- \*Custom Clearance, Freight Forwarding and Merchant Export
- \*Digital Marketing – SEO, Adwords.

\* Associated services offered as case to case basis ,

### BENEFITS FOR MSME's



**GUJARAT CHAMBER OF  
COMMERCE &  
INDUSTRY**



**GCCI**

**MAKE IN INDIA**





## DELIVERABLES, PLAN, COST & COMPARISON

To ensure cost support industrial and manufacturing sector, we make our best attempt to keep the cost as minimal.

| PLAN  | Micro Scale | Small Scale | Medium Scale | Large Scale |
|---|-------------|-------------|--------------|-------------|
| <b>Cost</b>   | ₹ 2,40,000  | ₹ 3,24,000  | ₹ 4,20,000   | ₹ 4,80,000  |
| <b>Validity</b>   | 12 Months   | 12 Months   | 12 Months    | 12 Months   |
| <b>Export Scope Report</b>  | Yes         | Yes         | Yes          | Yes         |
| <b>Market Intelligence Analysis</b>                               |             |             |              |             |
| Leading Markets   |             |             |              |             |
| Potential Markets   | Yes         | Yes         | Yes          | Yes         |
| Emerging Markets  |             |             |              |             |
| New /Untapped Markets   |             |             |              |             |
| <b>Competitor and their Markets</b>                               | -           | -           | Yes          | Yes         |
| <b>Annual Action Plan Projection (Quarterly &amp; Phase wise)</b> | Yes         | Yes         | Yes          | Yes         |
| <b>Activity Reports</b>   |             |             |              |             |
| Weekly Activity Reports   | Yes         | Yes         | Yes          | Yes         |
| Monthly Activity Reports  | Yes         | Yes         | Yes          | Yes         |
| Quarterly Activity Reports  | Yes         | Yes         | Yes          | Yes         |
| <b>Communication Process</b>                                      |             |             |              |             |
| Database Generation   | Yes         | Yes         | Yes          | Yes         |
| Relevant Buyers Identification                                    | Yes         | Yes         | Yes          | Yes         |
| Cold Calling (Time Zone Based)                                    | Yes         | Yes         | Yes          | Yes         |
| Correspondence Email & Communication                              | Yes         | Yes         | Yes          | Yes         |
| Bulk Emails Campaign  | Yes         | Yes         | Yes          | Yes         |
| Marketing Slides  | 12          | 24          | 36           | 48          |
| <b>Export Operations Process</b>                                  |             |             |              |             |
| Costing Assistance (FOB/CFR/CNF/CIF)                              | -           | -           | Yes          | Yes         |
| Exports Operations Handling Assistance                            | -           | -           | -            | Yes         |
| <b>Dedicated Personnel</b>  | -           | -           | Yes          | Yes         |
| <b>No of Hours per week</b>                                       | 15          | 20          | 30           | 35          |



## From Business Head's desk

We have been in International Trade since 2007, we started our journey as a professional, employed in an foreign venture based in China and began their exports operations, catering many markets worldwide, beginning from supply chain functioning bringing on understanding the niche of export operations and promoting on business development International marketing and Sales.

With 18 years of experience in International Trade, We have been fortunate to get the exposure to improve on our business trade language, soft-skills, knowledge about the history, culture, trade-map of products , expertize in exports and how to penetrate and make our space in New Markets.

We assure you of, we will take care of your marketing activities completely.

In B2B channel, most of the product has three sectors to penetrate:

- Organized Market
- Semi-organized Market (Metamorphic Phase in any business)
- Unorganized Market

The most challenging part for us, it takes bit more efforts for us to work on Semi-organized markets and Unorganized market, that is at times bit risky and time-consuming. We promise you, we do take care of our utmost efforts and support.

We completely believe in providing our utmost services and the development and growth of our client.

We are committed to bring the change in the approach of International business for Micro, Small, Medium Scale Manufacturers, and contribute in our nations development.

We will not hesitate to say, we are passionate about this work not just because of trade but we do contribute to SME's and the nation's development. That is the utmost satisfaction we get, we can say about ourselves.

Thank you so much for keeping your trust in us.

With sincere regards and thanks

Mayank Ravi Tikku  
(Business Head)



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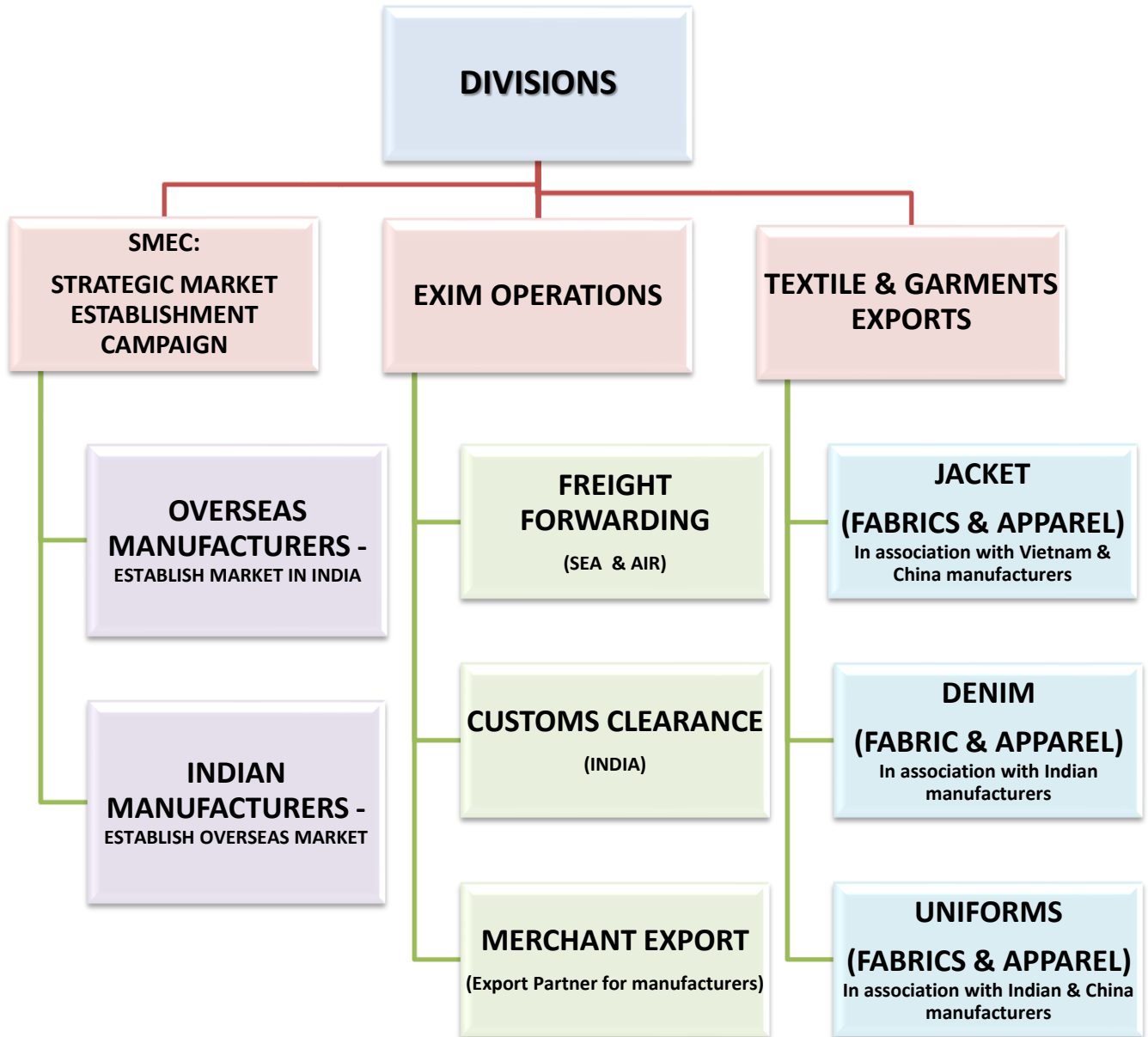
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## OUR OPERATIONS



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