



DECORATIVE COVERING

# PARTNER GUIDE

A N E W S T A R T U P

## Reasons to start cooperation

Working with AMK is profitable.

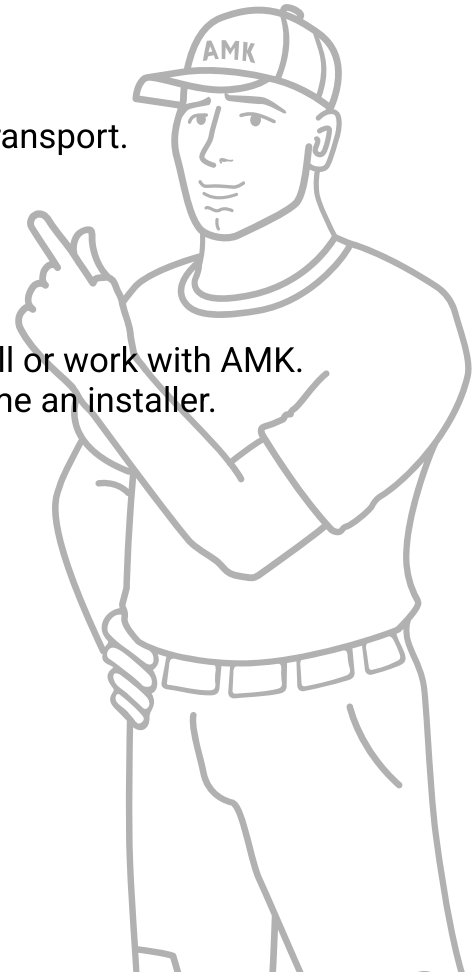
- Your profit margin will be up to 36%
- AMK does not require sophisticated warehouse and transport.

AMK is comprehensible material.

- No need to be a professional to understand how to sell or work with AMK.
- No sophisticated skills or equipment needed to become an installer.
- Easy calculations for projects.

Clients will appreciate AMK.

- Many color options
- Quick and easy installation
- Short time supply



*It is important to conduct marketing research first.  
This will help you understand whether AMK is visually suitable for the local market  
and whether it corresponds to the available price range.*

- What materials are traditionally used for facade and interior finishing?
- What colors are popular for facade and interior design?
- Is brick cladding popular in your region?
- What is the price of finishing materials, including preparatory layers?
- What is the cost of work per m<sup>2</sup>?
- What companies/brands will be your competitors?

*Our company adheres to transparency in relations with business partners.  
Each partner is assigned a region of his responsibility.  
New partners can start working in the region without bothering about unnecessary competition.*

### 1. Step: Getting samples.

- Order sample kit that will include: AMK Panels, Color catalogue, Samples on EPS boards, Photo-album.



After receiving samples try to install it by your self.

Show AMK to local professionals and show them the installation process.

Try to find any small project where you could implement AMK.

### 2. Step: Getting dealership.

- Determine the region in which you want to be an AMK representative.
- Establish WEB or Facebook page.
- Prepare a showroom for your clients.
- Purchase for stock at least:
  - 4 different colors, 6 boxes/54 m<sup>2</sup> each (216 m<sup>2</sup> in total)
  - or
  - 3 different colors, 8 boxes/72 m<sup>2</sup> each (216 m<sup>2</sup> in total)

Available colors for stock order:



## Responsibilities of partners

- Explore all the advantages of technical characteristics of AMK and be ready to make presentations for your clients.
- Be prepared to provide on-site installation or supervision services.
- Organize marketing and advertising campaigns to attract customers and potential local partners.
- Stick to the agreed sales plan for the season.
- Work in a fixed region and do not sell to regions with AMK partners.
- Maintain your margin at a decent level and do not sell below the recommended retail price.



## Responsibilities of AMK

- Assist in the preparation of marketing and promotional materials for use online and in print.
- Providing training materials and regular consultations on installation techniques.
- Keep partners informed about the stock availability for orders.
- Keep the stock filled with the most wanted products.
- Pass on customer requests from the regions in which our partners operate.
- Help our partners to overcome any obstacles from the beginning of cooperation.



Our mission is to help people  
make their homes beautiful  
and cozy.



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