

Presentation of Nautex International

A customised export service for companies in the marine industry

In an ever more competitive and global market, companies are finding that **the key** to their development lies in an international presence.

Florian Foglietti's awareness of the problems faced by small and medium-sized companies when expanding into export led to the formation of **Nautex International**, as a structure for **outsourcing the export function**.

Obviously, such a step cannot be taken without preparation, as it demands an investment in both financial and human resources which may alarm many small companies.

This solution provides a plan for international development customised to match the **size and tempo of the company** concerned, avoiding the fixed costs necessitated by the employment of a dedicated export director.

In this way a service can be provided gradually, either on an ad hoc or a long term basis, as required by the company's needs and objectives:

- whether **it does not yet export**,
- whether it wishes **to increase its export turnover**,
- whether it wishes **to gain ground in new countries**.

Florian Foglietti is **a specialist in the marine leisure industry**, with 25 years' experience in commercial management and international marketing in both the construction and equipment manufacturing sectors. He is also a high calibre yachtsman (Solitaire du Figaro race, America's Cup and Atlantic record on large multihulls), and has held the position of **French Foreign Trade Councillor** since 2001.

His combined experience acquired from sailing as well as from the marketing and export departments of major boatyards give him a rare expertise in his profession.

Nautex International is introducing the provision of services to companies in the marine leisure industry whose objectives include expansion through export.

Nautex is offering expertise in the following fields:

Diagnosis: before embarking on any export program it is important to evaluate the strengths and weaknesses of the company and its products.

Audit: of existing distribution networks for companies who are already exporting.

Market Research: identifying openings, opportunities and potential markets, product testing and adaptation to local conditions.

Strategy: implementation of an export development plan compatible with the company's needs and resources.

Boat Show Assistance: pre-show preparation, assistance during the show, with contact follow-up over a clearly defined period.

Definition of the Offer: survey of competition, pricing and compiling a total offer package for each product, inclusive of transport costs, insurance, certification compliance etc.

Publicity Assistance: brochures, promotional materials, Website, international press relations, media planning, etc.

Surveys: selection of importers, distributors, wholesalers, sales representatives and direct clients.

Sales Optimisation: preparation of an effective commercial policy adapted to the prevailing market.

Financing: researching sources of finance, prospective local grants and subsidies, export prospecting insurance, etc.

Training and Assistance for the company's marketing export service.

What benefits can Nautex International bring to your business?

- ? **Experience and International Networks:** unrivalled **experience** in the marine leisure industry, in both the construction and equipment manufacturing sectors, and **contacts** worldwide.
- ? **Technical Expertise:** wide experience in **sailing** and knowledge of the technical products in the marine leisure industry.
- ? **Personalised Service Provision:** every company benefits from a service customised according to its means and needs which are clearly outlined in a **brief**.
- ? **Economy:** you can save time and energy allowing you to concentrate on your core business. Our experience and our networks will allow you to be **operational and effective** quickly, thereby becoming more efficient. **No fixed employee salary.** Return on activities is maximized. Part of the service provision can be handled by regional assistants.
- ? **Work in Stages:** the service provided is divided into **several phases** allowing the company to monitor progress and quality of results, and to call a halt to any activities should the need arise.
- ? **Outsider's View:** neutrality towards the company assures an **objective viewpoint** and an unprejudiced evaluation.
- ? **Project Follow-through:** services followed through over a period of time allowing superior attention to detail. The company director can **concentrate on his business** while benefiting from an independent and impartial view of his products.
- ? **Meeting our commitments:** our diligence and dependability are our guarantees. We can offer you **continuous monitoring** of our work.

Terms of Engagement:

After meeting you and acquainting ourselves with the objectives and specific nature of your company's business, we will provide you, free of charge, with a plan of action set out within a framework of specifications stating the objectives and schedule for our involvement.

In accordance with the mutually agreed brief, the commission which you ask us to undertake will be handed over to a project manager, who will assume full responsibility while maintaining continual contact with you.

Service Provision Remuneration:

As agreed with yourselves on a contractual basis, remuneration will be made in instalments dependent on the different stages of the commission. This allows you to suspend the commission provisionally or even permanently if the need arises after each stage.

Remuneration for a specific activity, for example commercial representation, can be linked to performance results.

Additionally, at the stage before the commission has been defined, we can consider if this may be eligible for regional assistance and insurance cover when prospecting foreign markets.