

ATake Agent Partner Program

The ATake Agent Partner Program can help you increase your revenues while providing your customers with complete 3C (Computer, Communication, Consumer) solutions.

As an ATake Agent Partner you will represent one of the most innovative, technologically-advanced computer peripheral and accessory companies in the industry. You will have a dynamic portfolio of products and services to sell, coupled with proven reliability that will enable you to strengthen existing or create new relationships with your clients.

Our distributor policy

The ATake products distribution policy is based on three main axes:

- Selectivity to work only with the best partners
- Development of long term relationship
- Collaboration on brand awareness principles

The way to improved collaboration:

In order to provide the best service to end users of our products as well as to ensure the fulfillment of the brand awareness commitment related to the distribution of its products, ATake would like to develop closed relationships with a selected number of distributors.

What we offer:

Partnership is characterized by long-term contractual relationship, delivery of quality products together with technical support and training relying on our experience of running worldwide operations.

What we require:

Together with the full commitment to brand awareness principles, we look for adequate geographical coverage, sufficient market presence and state of the art logistics' equipment.

Pricing policy:

Prices between ATake and its distributors will be negotiated in good faith, taking all factors allowing into account in order to meet the annual sales targets and to allow supplier and distributor to generate adequate margins.

The Way to Partnership

- **ATake's Mission**

Focusing on customer satisfaction, ATake has defined its mission as follows: ' To provide quality and cost effective computer related products and services, and in turn, to ensure that the quality of life of an increasing number of human beings is improved '.

- **Looking for Partners, notably ATake Brand Distributors**

In order to fulfill this mission in an optimal way, ATake is aiming for Excellencies in its own performance and is looking for the best partners, in those areas which do not come within the scope of its core activities. ATake considers the distributors as added value partners, for supplying specific market segments that ATake itself is not in a position to serve as economically and efficiently.

Our Missions & Responsibilities

The Computer Accessory and Peripheral Sector Channel Management, an entity evolved from the Marketing Unit Distribution and e-channel management.

Mission

- To define and apply a worldwide distributor policy adapted to the fulfillment of our various 'product' strategies as defined by the Strategic Business Units, taking advantage of existing synergies between the different product lines of our range.
- To improve the service we provide to end customers.

Responsibilities

- To define, to review and to adapt the general policy toward the distribution channel.
- To select distributors according to clearly define criteria.
- To define terms of partnership and collaboration.
- To draw-up and to conclude contracts.
- To monitor contract fulfillments.
- To control consistency of ATake international Distributor Policy.
- To analyze and to optimize the Computer Accessory and Peripheral distribution channel.

What ATake offers to Partner-Distributors?

- **Partnership and long term relationship**

Agreements are established with selected distributors for developing long term mutually profitable co-operation.

- **Partnership**

The co-operation between ATake and its distributors is established in spirit of a mutual trust and partnership attitude.

- **Technical Support and Training**

ATake will provide adequate documentation, technical service and training, to its selected distributors. In this way, Distributors are assisted in their successful marketing of ATake products.

- **Quality Products**

ATake offers a broad range of computer accessory and peripheral products - commodities and specialties - meeting the highest standards of quality.

- **Leadership**

ATake is a leading manufacturer of a variety of computer accessories like computer mice, keyboards, multimedia speakers and earphones, USB hubs, multi-card readers, laptop cooling accessories, computer and networking cables, business travelers' toolkits, etc.

- **Worldwide Operations**

ATake is industrially active in 46 countries worldwide. Especially in computer mouse and USB accessory production, ATake has the manufacturing sites in China; the creative design lab in Japan; and the headquarters located in Taipei, Taiwan. Every ATake product is produced under the strictest quality control, providing our customers with an outstanding security of supply.

- **Reliability**

Throughout its almost 10 years of existence, ATake has been recognized as a highly reliable, quality-minded company, and loyal to its customers. A passion for Progress is ATake's motto.

What ATake requires from Partner-Distributors?

- **Responsible Care and Quality**

Commitment to Responsible Distribution principles, as these relate to Health, Environment and Safety principles. Quality policy backed up by quality procedures, mandatory with all industrial standards.

- **Partnership**

Dedication to co-operate, in a spirit of partnership, trust and loyalty, in order to achieve jointly defined objectives.

- **Geographical Coverage**

Adequate coverage of the territory of primary responsibility, ensuring efficient distribution of ATake products to final customers.

- **Warehouse - Equipment**

State of the art logistic equipment for storage, handling, diluting, packaging, etc., meeting the strictest safety and environmental standards.

- **Sales Force**

Efficient sales team, sufficiently staffed and well trained, in order to offer final customers, with the help of ATake's technical service, the best solutions to their problems.

- **Product Range**

ATake takes the right to choose the products we want to sell through distribution channel.

- **Market Penetration and Intelligence**

Intimate understanding of the specific market segments with the distributors in order to serve the end users with the best products ATake can provide.

- **Financial Situation**

Solid financial situation, allowing consolidation and development of our common relationship in the future.

Application form for ATake Distributionship

In order to become an Official ATake Distributor, this application form must be filled in.

Please help us by completing all sections carefully and thoroughly. The more information you supply us with, the more accurately Company Products can assess your company's ability to meet our criteria.

The completion of this application form places no continuing obligation on either ATake or the applicant.

The information in this application form will be held in the strictest confidence. If necessary, please attach additional documents.

APPLICATION FORM FOR ATAKE DISTRIBUTIONSHIP

Cover Page

Name of Company:

Address:

Zip:

City:

Country:

Contact person:

Telephone No:

Email-address:

MSN:

Skype:

Website:

VAT. No.:

Basic Information

1. Company History – founded/owners/status today – etc.:
2. Are you applying for territory outside your country? If yes – please state:
3. How do you cover your country geographically (local dealers, own offices, agents etc) and where are you located?
4. Which human resources are you dedicating to market ATake products (sales person, graphic designer, etc)?
5. What is your line of business and what is your product range?
6. Who are your costumers?
7. State your Key Accounts?

8. Company turnover in US dollar 2004 – 2007

9. Describe your experience in the promotion/marketing/event sector?

10. How many computer related products are being sold in the b2b-market in your country?

11. Who are your main 4 competitors? Please list web-addresses.

12. Are there other companies selling the similar product(s) in your country? If yes, who are they?

13. What makes your company an interesting distributor for ATake?

14. What are your sales expectations for ATake if you become our distributor?

Business plan

After completing the Application Form, we would like you to write a mini Business Plan.

Why?

First of all, we believe that anybody who is going into business needs a business plan.

Secondly, because anybody beginning or extending a venture that will consume significant resources of money, energy and time, and that is expected to return a profit, should take the time to draft a plan.

The business plan should at least consist of the following elements:

- Financial Components and Economy (how will you fund the ATake setup in your area)
- Organisation and Staff (who will run the operation?)
- Marketing and PR activities (how do you plan to promote the ATake products)
- Sales Program and end users (What is your sales strategy?)
- Technical Support (how will you support you clients with designing labels?)

For more information on ATake Agent Partner Program, please email to marketing@atake.com or contact us via live sales chat online.

Start your business with ATake today!