



Concept of

## **Your Business Unit (BU)**

at Sanet Trade and Services Co. Ltd.

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## 1 The Business Unit (BU)

The Business Unit is a department of Sanet Trade & Services Co. Ltd., a licensed import and export company under Thai Law, offering a cost-efficient contractual collaboration for sales, marketing, and technical support services, based in Thailand and open for ASEAN markets. The Business Unit includes a dedicated and focused expert or a team of experts taking exclusively care of the principal's clients and prospects located in the Thai or ASEAN market.

## 2 Legal Set-up

The Business Unit is based on a Sales Support and Service Agreement between *Sanet Trade and Services Co. Ltd.* (STS) as a Thai Private Limited Company and its Principal. Through dedicated business units, STS represents its clients in the Thai and/or ASEAN market by providing marketing and sales support as well as technical services.

## 3 Characteristics of the Business Unit

### 3.1 Exclusively Assigned BU Manager or Team

The Business Unit (BU) is an instrument for a cost-efficient market entry, combining dedicated market activities with specially assigned sales or service staff and with a minimum of financial risk. After an initial period of usually 3 years, the BU can be terminated according to the contractual agreements and replaced by the client's own independent entity. In this respect, the Business Unit at STS functions not only as your technical and sales partner in Thailand, but also as an excellent market screening tool.

A unique feature of the Business Unit is in the fact that we do not sell your products through a standard team of salespeople and technicians who perform the same service for several other customers in parallel.

- Instead, we assign each BU employee, many of whom we have to recruit specifically, to exclusively provide the service of this one single principal. Only for you alone, he introduces the products to the market and takes over the agreed services.

In doing so, we rely on your professional support and, if necessary, special product trainings of the team member. Should you later decide to set up your own entity, we are generally open to allowing the employee to join.

### 3.2 Cost Efficiency, Transparency and Stability

The particular advantage of this set-up is cost transparency, efficiency und stabile. The client is supported by an experienced Thai trading company, which however works without sales margins, instead with a disclosed cost structure following the example of the automotive or construction industry.

Typically, the calculated fees are calculated from (see Chapter 5):

- Cost of management and overhead of the services described below.
- Cost of infrastructure
- Budgeted Personnel Cost,

which will be transparently totalized in the “**Budgeted Support Fee**”.

### 3.3 Standard Included Services

Typically, the Business Unit includes one or more of the following services, which may be modified contractually on a case-by-case basis and organized by the management or an assigned “Head of BU”:

- Marketing the Principal’s products and introducing them to existing or new clients
- Servicing existing or acquiring new customers
- Consult and support existing distributors.
- Initiate orders for the Principal, survey, and support order processing
- Provide technical pre-sales and after sales services.
- Under Business Unit PLUS concept, STS also imports and trades spare parts and other goods, or invoices services directly to the Principal’s customers.

### 3.4 Modern Office Facilities in an International Environment

Your BU-Team will work in a professional business environment, which includes:

- Top location only 5-8 minutes from Suvarnabhumi International Airport, Motorways in four directions, Sky Train (BTS) and Airport Link.
- Two modern office buildings providing open workspaces and fully furnished offices, shared or exclusively for each BU.
- Modern Air Conditioning included for each room.
- WLAN and WIFI glass fiber connection
- Land Line Telephone in each room
- Direct-dial telephone connection and hardware, or switchboard-service
- Secretary Service for provision or purchase of dedicated office material
- Two conference rooms, each for up to 8 persons
- Meeting technology like large flat screens, HDMI connection, conference telephone, flipchart, and others
- Canteen area
- Regular Cleaning Service

## 4 Fees and Reimbursements

As mentioned above, Sanet plays with “open calculation” to its clients. The budgeted cost of a business unit depends by a high degree on the expertise and remuneration of the BU-Team to be managed by the Sanet Executives, the task to be assigned, the infrastructure to be provided and the administrative and sales overhead.

While personnel costs are different on a case-to-case base and may strongly vary due to the qualifications needed, infrastructure, territory and overhead are relatively foreseeable. Therefore, to calculate the monthly fee, Sanet offers a “**Budgeted Support Fee**” including all cost except travel and service-related cost and paid-outs. \*

**Please contact [info@sanet.co.th](mailto:info@sanet.co.th) for detailed information**

## 5 Special Cost Reimbursements

The following expenditures of the BU are not included in the Support Fee and will be charged separately:

- **Paid-outs and direct expenses** of the BU (e.g., for travel cost per km/or allowances, agreed entertainment, special office equipment, mobile phone expenses, handling of custom and transportation, additional agreed commissions, special staff incentives and benefits if agreed) are transparently reported and re-imbursed on a 1:1 cost base. We will report comprehensively about cost and expenses accrued and not being included in the budgeted or fixed fee.
- Sanet procures and the principal uses other services as required, such as **recruitment** and the **procurement of visas and work permits** to its sister organizations CREATING CAREERS and Sanet Legal Ltd. They will be charged directly by the associated companies.

*\* In special cases, so if personnel cost are foreseeably volatil, a “Fixed Service Fee” may be agreed, where the “Principal” reimburses personnel cost separately as incurred.*

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