

Why Distributors?

Distributors offer an integrated, local solution versus selling direct to customers via an offshore subsidiary. Export Solutions database covers 9,400 distributors, an average of 87 per country, validating their essential role in every country.

	Distributor	Subsidiary
Cost	Variable cost model	Fixed Cost Model
Critical Mass	Scale = Revenue	Costly for one company
Local	"Native" presence	Short-term expats?
Entrepreneurship	Owners	Employees
Focus	Serves multiple brands	Dedicated
Geographic Coverage	National	Major cities only
Customer Relationships	Long standing, cross functional	Frequent turnover
Omni Channel	All channel opportunities	Costly for one company
Specialization	Local category experts	Global category experts
Compliance	Masters local laws/practices	Requires outside counsel
Complexity	Handles through scale	Costly to manage
Category Habits	"Lives" local habits	Research-based understanding
Continuity	Dedicated to one country	Dedicated to "home" country
Marketing	Local activation	Global activation
Retail Servicing	Invests in core service	Frequently outsourced
Results	Delivers annual results. Long-term focus.	Delivers annual results. Short-term focus.

Create Your Own Export Library



Distributor Search Guide



Export Scorecard Guide



Export Strategy Guide



*New Distributor Cooperation
Model Guide*



Selling to USA Handbook

"From First Meeting to First Order"



All guides available free at www.exportsolutions.com in the *Export Tips* section.