



MAKE SIMPLE AND EASY



APPLICATION FOR GREENFEED DISTRIBUTORSHIP



GREENFEED AGRO SDN. BHD. (583846-P)

Corporate Office : Unit No. 9-, 7th Floor, The Boulevard Mid Valley, Lingkaran Syed Putra, 59200 Kuala Lumpur. Tel : +(603) 2698 8135 Fax : +(603) 2693 8716

Manufacturing Facility : Lot 56 - 57 Jalan Sepintas 26/13, Hicom Industrial Estate, 40400 Shah Alam, Selangor. Tel: +(603) 5192 8135 Fax: +(603) 5192 7135

Research and Development Plantation : Lot 5461 Batu 12, Kampung Sg. Petai 71750 Lenggeng, Seremban, Negeri Sembilan. +(606) 757 1853

Website : www.greenfeed.com.my E-mail : contact@greenfeed.com.my

DISCLAIMER

By submitting this application, the applicant acknowledges and agrees to the following terms:

1. **Application Submission:** Submission of this application does not guarantee approval as a distributor. Greenfeed reserves the right to review and evaluate each application in accordance with its business needs and policies.
2. **Accuracy of Information:** The applicant confirms that all information provided in this application is accurate, complete, and truthful. Any misrepresentation or falsification of details may result in the rejection of the application or future termination of any distributor agreement.
3. **Confidentiality:** Greenfeed commits to treating all information provided in this application as confidential and will not disclose it to third parties, except as required by law or with the applicant's express consent.
4. **Compliance:** Upon approval as a distributor, the applicant agrees to comply with all applicable local and international regulations, as well as Greenfeed's policies, including but not limited to ethical business practices, environmental standards, and responsible distribution of our products.
5. **Termination Rights:** Greenfeed reserves the right to terminate any distributorship at its discretion for violations of contract terms, legal requirements, or company policies, or if the distributor fails to meet performance expectations.
6. **Changes and Updates:** Greenfeed may update its terms and conditions for distributorship periodically. It is the responsibility of the distributor to stay informed of any such changes.
7. **Non-Liability:** Greenfeed is not liable for any losses, claims, or damages arising from the application process or from the applicant's operation as a distributor, unless such damages are caused directly by Greenfeed's gross negligence or intentional misconduct.

APPLICATION FOR GREENFEED DISTRIBUTORSHIP

DISTRIBUTORSHIP REQUIREMENTS

Greenfeed invites companies and individuals interested in distributing our products to submit an application for distributorship. The application format is provided in Appendix I, and it must be either typed or clearly handwritten, following the prescribed format.

DISTRIBUTORSHIP TENURE

The initial distributorship tenure is two (2) years, with the option for renewal every two (2) years, contingent upon satisfactory performance. The distributorship agreement will remain valid for the initial term from the date of execution and will continue unless terminated as per the terms outlined in the agreement.

PROVISION OF FALSE INFORMATION

If any information provided in the application or subsequent documentation is found to be false, misleading, or incorrect, the application or distributorship will be terminated immediately, with no claims permitted against Greenfeed.

Applicants are required to provide the following documents:

- a) Distributor Application Form ☐
- b) Company Profiles ☐
 - i) Owership of the Company ☐
 - Company Registered Business Information ☐
 - Company Director Information ☐
 - Copies of Director and Shareholder Identity card / Passport ☐
 - Memorandum and Articles of Association ☐
 - ii) Key personnel profiles ☐
- a) Financial Background ☐
 - i) Annual Return / Audited Financial Statement ☐
 - ii) Facilities ☐

Returned Application form to :

GREENFEED AGRO SDN. BHD.

Head / Administration Office

Unit No. 9-7 7th Floor, The Boulevard Mid Vallay

Lingkaran Syed Putra, 59200 Kuala Lumpur, Malaysia

Tel : +(603) 2201 8135

Fax : +(603) 220 8716

E-Mail : contact@greenfeed.com.my

Website : www.greenfeed.com.my

PRIVATE & CONFIDENTIAL

APPLICATION FORM

1.	Company Name	<input type="text"/>		
	Type of Business	<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Limited Company <input type="checkbox"/> Public Company <input type="checkbox"/> Independent Contractor		
	Business Address	<input type="text"/>		
		<input type="text"/>		
	Certificate of Inc. No.	<input type="text"/>	Date	<input type="text"/>
	Contact No.	<input type="text"/>	E-mail	<input type="text"/>
	Website	<input type="text"/>		
2.	Managing Director	<input type="text"/>		
	Contact No.	<input type="text"/>	E-mail	<input type="text"/>
3.	Contact Person 1	<input type="text"/>		
	Designation	<input type="text"/>		
	Contact No.	<input type="text"/>	E-mail	<input type="text"/>
4.	Contact Person 2	<input type="text"/>		
	Designation	<input type="text"/>		
	Contact No.	<input type="text"/>	E-mail	<input type="text"/>
5.	Financial Information			
	Bank Name	<input type="text"/>		
	Bank Account No.	<input type="text"/>		
	Bank Branch	<input type="text"/>		
	Address	<input type="text"/>		
		<input type="text"/>		
	Contact No.	<input type="text"/>	E-mail	<input type="text"/>
6.	What is the projected annual volume? <i>(Please select the appropriate option by ticking the box)</i>			
	<input type="checkbox"/> Below RM 500,000 / < USD 150,000 <input type="checkbox"/> < RM 1 Million / < USD 250,000 <input type="checkbox"/> < RM 5 Million / < USD 1.25 Million			
	<input type="checkbox"/> Other : <input type="text"/>			

7.	How many Wholesalers / Retailers network do you have ?	<input type="text"/>
i.	No of sales support personnel	<input type="text"/>
ii.	Proposed area of coverage	<input type="text"/>
iii.	Proposed amount of investment	<input type="text"/>
iv.	Warehouse Facilities (in sq. mtrs.)	<input type="text"/>
v.	Location of warehouse	<input type="text"/>

Signature / Company stamp

Name	<input type="text"/>
Designation	<input type="text"/>
Date	<input type="text"/>

Confidentiality:

We respect the confidentiality of your application. Therefore, we agree not to disclose any of its contents to any company or individual outside of our organization without your express approval.

1.0 GUIDLINES FOR DISTRIBUTOR APPLICATION

1.1 This section outlines the criteria to ensure that all selected distributors meet the required standards, enabling them to effectively promote the company's products, services, and reputation. Key areas include:

1.1.1 **Technology Capabilities** — Assessment of the distributor's technology infrastructure and their familiarity with tools required for efficient business operations.

1.1.2 **Management Ability** — Evaluation of leadership in areas such as human resources, planning, training, financial management, and communication.

1.1.3 **Succession Planning** — Plans in place for the continuation of the distributorship in the event of retirement or passing of the distributor's principal.

1.1.4 **Overall Fit** — How well the distributor's goals, operating philosophies, and business practices align with Greenfeed's values and expectations.

2.0 SELECTION OF DISTRIBUTOR

2.1 The Greenfeed Distributor Management (GDM) team is responsible for ensuring that the distributor selection process is properly followed and implemented. All selection statuses and outcomes will be reported and recorded, specifically in the Marketing and Sales Coordinator meeting minutes.

2.2 Any individual or organization interested in becoming a distributor for Greenfeed must be evaluated against the following criteria:

2.2.1 **Financial Stability** — Assessment of credit history, payment punctuality, and overall financial health.

2.2.2 **Sales and Marketing Capabilities** — Evaluation of the size and effectiveness of both the inside and outside sales teams, lead generation ability, selling skills, and technical expertise.

2.2.3 **Sales Performance** — Review of past sales history with similar or related products.

2.2.4 **Knowledge of the Local Market** — Ability to accurately forecast sales and identify shifts in customer needs and expectations.

2.2.5 **Product Mix** — Analysis of the distributor's existing product range, including competitive, supplementary, and complementary items.

2.2.6 **Growth Potential** — Capability to support and keep pace with anticipated growth in the local market.

2.2.7 **Inventory Handling Capabilities** — Evaluation of warehouse space, inventory turnover rates, and related logistical capabilities.

2.2.8 **Partner Assessment and Selection** — Evaluation of potential distributors to ensure alignment with company goals and values.

2.2.9 **Alliance Negotiation (Contract) and Governance** — Establishing clear contractual agreements and governance frameworks for the partnership.

2.2.10 **Alliance Management, Training, and Conflict Resolution** - Ongoing management of the partnership, including training and addressing any conflicts that may arise.

2.2.11 **Performance Assessment and Termination** — Regular evaluation of distributor performance, with provisions for termination if necessary.

2.3 The prospective distributor (individual or organization) must submit relevant documentation to verify the above criteria. These documents may include, but are not limited to, the following:

- Company profile (including background, business activities, and management team)
- Company registration
- Financial statements

To assist in gathering the required information, a standard Representative/Distributor Questionnaire may be utilized.

2.4 An interview shall be conducted either by the GDM committee in a formal setting, or by at least two members of the GDM committee in an ad hoc setting. In the latter case, the interviewers will report their findings to the GDM committee during an ad hoc meeting, which will then be documented. A distributor will only be selected when a unanimous agreement is reached among all committee members.

2.5 In addition to meeting the established criteria for becoming a qualified distributor, members of the GDM committee should look for the following traits in a highly prospective distributor during the interview:

2.5.1 Well-Qualified Sales Force

Maintenance of a well-trained sales team knowledgeable about the manufacturer's products, with skills in effectively demonstrating their advantages to customers.

2.5.2 Resource Commitment

Allocation of sufficient resources to support aggressive sales and marketing efforts for the manufacturer's products.

2.5.3 Market Share and Sales Goals

Efforts to achieve market share and sales targets in the designated geographical area or other areas of responsibility.

2.5.4 Inventory Management and Financial Responsibility

Commitment to stocking recommended product inventories based on local market needs and prompt payment of all financial obligations.

2.5.5 Effective Communication

Timely communication with the manufacturer regarding changes in the local market or within the distributor's own business, such as changes in management, personnel, or operating policies.

2.5.6 Customer Service

Provision of a high level of service that fosters long-term customer loyalty towards the manufacturer and its products.

2.5.7 Facilities and Technology

Adequate physical facilities and technology necessary to consistently perform the above functions.

No decision on the selection of a distributor will be made if any of the selection criteria are inadequately met. Additional documentation will be required to substantiate the missing information.

Existing distributors must be notified of any new distributorships established within their region

3.0 DISTRIBUTOR CONTRACT

A standard Distribution Contract, along with a non-disclosure agreement, must be signed between Greenfeed and the distributor before any physical transactions can occur (refer to the standard Distribution Contract for details).

If it becomes necessary to add, omit, or amend any terms or conditions in the standard Distribution Contract, such changes must be approved by the GDM.

4.0 MARKETING AND SALES COORDINATION

4.1 INDUCTION OF TRAINING

4.1.1 Immediately after a distributor is appointed, the Marketing Sales Coordinator will arrange for induction training covering subjects such as the product, company background, and the distributor's roles and responsibilities.

4.1.2 The induction training must be completed within three months of signing the contract. This training will be provided to all distributors and their sales personnel.

4.1.3 Continuous training will be conducted following the initial induction training.

4.2 SALES PLANNING AND PROJECTION

4.1 At the beginning of each year, all distributors are required to prepare a comprehensive sales plan for the year. This plan should include sales projections, sales manpower planning, target markets or clients, and sales strategies. All plans must be submitted to the Marketing Sales Coordinator by the end of January.

4.2 The Marketing Sales Coordinator is responsible for reviewing all sales plans to ensure alignment with the corporate strategy and to identify and address any potential conflicts among distributors.

4.3 The Marketing Sales Coordinator will negotiate and mediate between conflicting parties and clearly define the distribution rights to resolve any disputes.

5.0 PERIODIC REPORTS AND CUSTOMER REGISTER

5.1 All distributors must submit a monthly sales report to the Marketing Sales Coordinator no later than the last working day of the first week of each month. The report should include total sales to date, repayment status, and a comparison between projected and actual sales.

5.2 Distributors are required to inform the Marketing Sales Coordinator before approaching any new customer not listed in the initial annual sales plan. Additionally, they must submit a customer register to the Marketing Sales Coordinator to prevent conflicts of interest with other distributors in the same region or serving similar customer groups.

6.0 MARKETING AND SALES TOOLS

6.1 Greenfeed will provide its distributors, in addition to various training programs, a range of marketing and sales tools to support their sales efforts. These tools include the company website, product videos, product brochures, Frequently Asked Questions (FAQs), customer databases, competitor information, and details on competitive products.

6.2 Distributors are expected to provide the Marketing Sales Coordinator with market information, including insights on customers, competitors, and competitive products.

7.0 ANNUAL MEETING

7.1 Greenfeed shall organize an annual event for all distributors with the objective of evaluating performance, addressing non-performance issues, and conducting a comprehensive review.

7.2 Sales performance will be assessed semi-annually by the Marketing Sales Coordinator. The following checklist outlines the attributes of an ideal distributor:

7.2.1 Strategic Implementation - Demonstrates the ability to develop and execute agreed-upon strategies effectively.

7.2.2 Target Achievement - Consistently meets or exceeds the agreed sales targets.

7.2.3 Market Coverage - Exhibits comprehensive market coverage, supported by a well-trained and dedicated sales force with robust market and product knowledge. bill payments. Adheres to credit limits and manages finances responsibly.

- 7.2.4 Key Account Management - Effectively manages key accounts, ensuring high levels of satisfaction and engagement.
- 7.2.5 Relationship Building - Cultivates strong relationships with key decision-makers within the industry.
- 7.2.6 Market Intelligence - Maintains and updates market databases, tracks industry trends, and monitors competitive information.
- 7.2.7 Technical Expertise - Serves as a technical reference point, providing expertise and support when needed.
- 7.2.8 Sales Motivation - Shows strong motivation and commitment to selling the company's products.
- 7.2.9 Product Line Exclusivity - Does not carry competitive product lines, though synergistic product lines are acceptable.
- 7.2.10 Inventory Management - Maintains an appropriate level of demonstration and saleable stock, and is willing to invest in inventory in anticipation of sales.
- 7.2.11 Reporting and Communication - Provides high-quality, timely reports including budget, forecasts, and other relevant information. Proactively updates principals on new developments.
- 7.2.12 Promotional Materials - Keeps a complete range of promotional materials and takes the initiative to create locally adapted materials. Maintains exhibition materials.
- 7.2.13 Service Infrastructure - Possesses a strong service infrastructure, including well-trained service engineers and an adequate inventory of service spares.
- 7.2.14 Financial Stability - Demonstrates financial capability to meet business needs and obligations, including timely bill payments. Adheres to credit limits and manages finances responsibly.

8.0 PERFORMANCE EVALUATION METRICS

- 8.1 To assess distributor performance over time, the following metrics and methods will be utilized:
 - 8.1.1 Sales Comparison - Analyze and compare the sales ratios of your products with those of competitors.
 - 8.1.2 Historical Sales Analysis - Evaluate current sales figures against past performance to identify trends and improvements.
 - 8.1.3 Inventory Turnover - Monitor inventory turnover ratios to gauge the efficiency of stock management and sales effectiveness.
 - 8.1.4 Retailer Feedback - Gather feedback from retailers regarding the distributor's sales efforts to ensure alignment and effectiveness.
 - 8.1.5 Advertising Effectiveness - Review local media to assess the effectiveness of advertising campaigns and confirm that ads are being placed as intended.
 - 8.1.6 Activity Effectiveness - Compare the short-term and long-term effectiveness of the distributor's activities to evaluate overall impact and success.
 - 8.1.7 Performance Disqualification - Disqualification of a distributor may occur if non-performance is identified, at the discretion of the Marketing Sales Coordinator, based on a quantifiable assessment scale.