

SATU BUMI'S CITYSCAPE & WHOLESALE RANGES

Satu Bumi has two distinct product ranges that are designed and manufactured for two different, but at times overlapping, markets. This information sheet explains the difference between these two markets and how Satu Bumi's product ranges have been positioned for each of them.

■ Wholesale Range

Satu Bumi markets its products globally through a network of distributors that service wholesale markets in Australia, Europe, Asia, Africa, the Middle East, and the US. This is a cost-conscious market with low manufacturing margins that requires very efficient production processes and economies of scale. Therefore, for the Wholesale Range, Satu Bumi: -

- Schedules high volume or excess capacity production runs of standardised catalogue products to achieve the economies of scale needed to keep the product cost low.
- Utilizes cost-effective product packaging options to suit the wholesale market.
- Designs the products specifically to support low-cost transportation, including nesting (where possible), efficient palletization and containerization.

■ CityScope Range

The CityScope range of "commercial grade" GRC planters and street furniture was developed specifically for the commercial landscaping market where: -

- Higher grade raw materials, more comprehensive waterproofing, more stringent quality control and more robust product packaging are required to support legally binding long-term warranties.
- Product engineering and CAD drawings services are required to support custom size/shape GRC product development.
- Project focused factory management and production scheduling are required.
- A more involved solutions-based sales process may be required to support tender proposals for often large and complicated projects.

■ Additional Distributor Support for the CityScope Range

Satu Bumi's CityScope range has been specifically developed for the commercial market. However, the provision of the professional support

services required to sell CityScape products to commercial projects can be an expensive exercise and distributors often miss opportunities in this market because they do not have the required skilled resources.

Therefore, upon request, Satu Bumi's estimating team will provide its distributors with project assessment, quotation preparation assistance and product engineering support for commercial projects in their geographical area that require CityScape product quotations.

■ Does Satu Bumi Sell Direct?

Off-the-shelf GRC landscaping products are often sold into the commercial landscaping market where small product quantities or standard shapes are required. However, historically, GRC resellers generally did not have the resources or focus to address this market well when that was not the case. This resulted in the loss of significant sales opportunities for Satu Bumi's products. Therefore, Satu Bumi setup a team of estimators, product engineers and sales staff to work directly with landscape architects, commercial project estimators and construction project managers to provide a solutions-based service for commercial grade GRC planters and GRC street furniture to address this situation.

Satu Bumi now offers the use of its estimating and product engineering resources to assist its distributors to sell Satu Bumi products into the commercial market.

■ To Become a Satu Bumi Distributor

The following general minimum attributes are required for a business to become a distributor of Satu Bumi products which includes both the "Wholesale Range" and the "CityScape Range": -

- To be a reputable business of substance.
- To have a business model that supports the wholesale distribution of Satu Bumi products.
- To be primarily focused on a separate geographical area to current Satu Bumi Distributors.
- To have the resources to purchase full shipping containers of product at FOB prices.
- To have a proactive business strategy to support the distributorship.
- To agree to include some of Satu Bumi's products on its web site.

To become a "Satu Bumi Distributor" please contact Satu Bumi at sales@satubumi.com.au

sales@satubumi.com.au
+61 (03) 5292 1001
satubumi.com.au