



GLOBAL DISTRIBUTION SOLUTIONS

GDS Ltd

Matching Global Sales & Distribution
Channels With Exciting Marine Product
Manufacturers

www.gds.limited

Marine Channel Management & Marketing Specialists



Adrian Gray

Director

A marine industry professional for over **30** years, Adrian has extensive experience as a senior international sales manager working with leading global brands.

He is an expert in providing distribution solutions, sales and channel management, pricing strategies, accurate forecasting and contract negotiations.



Carly Deheer

General manager

Carly has previously worked for a number of marine companies including Simpson Lawrance and Silva Ltd where she managed the UK sales desks. Carly has a passion for water sports, particularly sailing. Carly not only has a wealth of knowledge in the marine business but a very strong practical knowledge of the products GDS represents.

GDS also works with a network of seasoned sales professionals spanning across the USA, APAC and EMEA. This additional strength ensures strong representation wherever in the world your company wishes to expand. Working with this set up gives the customer a strong, far reaching international sales team at a fraction of the cost. GDS also works with Seasoned PR professionals, Clearline Communications Ltd, who provide 30 years of experience in route to market



OUR MISSION



To act as a value-added liaison between global strategically positioned distributors and dynamic manufacturers, reducing the overheads and increasing scope to the manufacturer, while complementing the distributor offering with the added value of acting as a 3rd party when sourcing current and new brands.



Why GDS Ltd?

GDS Ltd is a team of experienced, dedicated marine industry professionals who can help companies get their products to market.

They work closely with firms, as part of their 'team' to understand what they want to achieve and provide a bespoke plan to deliver success.

“GDS Ltd is a professional and talented channel management agency working with Katadyn Group. They manage our European marine business and work with each of our marine distributors to grow our business and ensure customer satisfaction. They are clear communicators and represent our company very well. We are proud to have GDS Ltd as a part of the Katadyn Group sales organization.”

—Shawn Hostetter, President, Katadyn North America



STRATEGIC BUSINESS PLANNING

A process of documenting and establishing the direction of your business by assessing where you are and where you're going.

The strategic plan gives you a place to record your mission, vision, and values, as well as your long-term goals and the action plans you'll use to reach them and then communicate with the team.



CHANNEL MANAGEMENT

The sales and marketing strategies that manage who and how your products reach the market and managing your sales and distribution partners.

It's critical in developing a program for selling and servicing customers within the specific channels you serve, to ensure they get the right help when they need it.



MARKETING SERVICES

GDS Ltd has experienced marketers on hand who can assist with your marketing needs, helping you create a 'go-to-market' strategy, get your brand noticed and increase Sales.

- Research and Analysis
- Marketing Strategy
- Brand Awareness
- Digital Marketing
- Trade Marketing

Strategic Business Planning

Market Analysis

A key part of any business plan is the market analysis. GDS Ltd are experts in carrying out quantitative and qualitative assessments of marine markets.

They review the size of the target markets both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

SWOT

During the analysis phase, GDS Ltd will undertake a detailed SWOT analysis to help develop a strong business strategy by ensuring we've considered all of your business's strengths and weaknesses, as well as the opportunities and threats you may face in the marketplace.

The results of the SWOT will help form recommendations and strategies as a part of the strategic market plan.



**WHERE IS
YOUR COMPANY
NOW?**



**WHERE DO
YOU WANT
TO GO?**



**HOW DO
YOU GET
THERE?**

Implementation & Goal Setting

GDS Ltd will work with you to create an implementation plan that maps out how to bring your strategic plan to life by breaking it into identifiable steps.

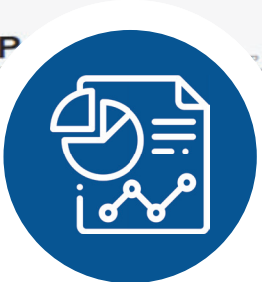
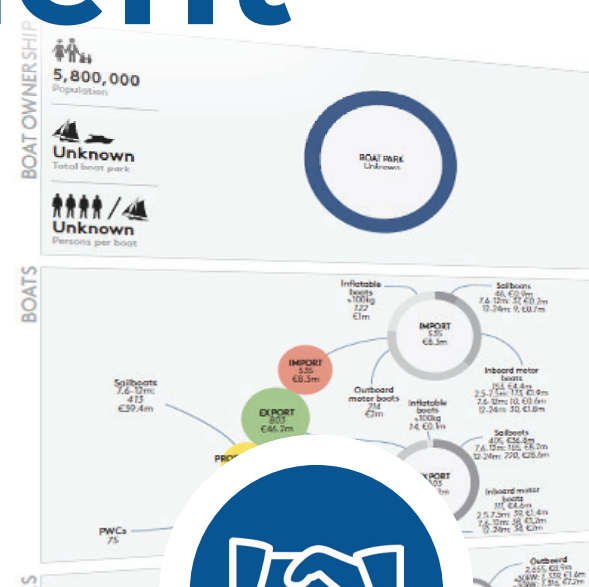
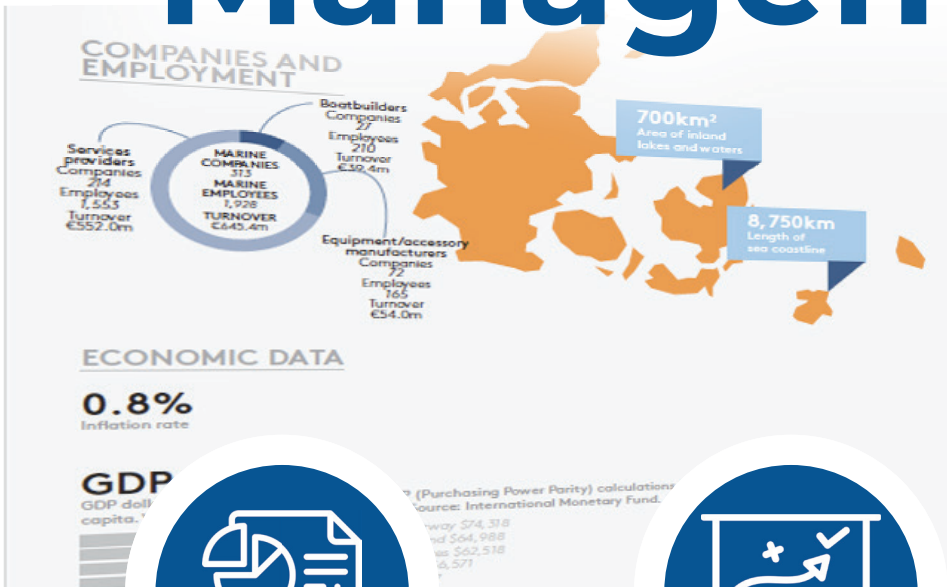
The biggest benefit of an implementation plan is that it makes it that much easier for the company to meet its long-term goals. It ensures everyone across all teams knows exactly what you want to accomplish and how.

Performance Management

Once all the planning and goals have been set and everyone in the team are on board, it's vital to continually review all objectives and action plans to make sure you're still on track to achieve that overall goal.

GDS Ltd will work with you at agreed intervals to review and reassess your goals to ensure you stay on track and deliver the results you want.

Channel Management



FOCUSED MARINE MARKET ANALYSIS

GDS Ltd has a large database of industry data that they've compiled over the years. Combine this with their industry experience and it translates into them being able to deliver relevant data that can turn into real, actionable plans.



CHANNEL STRATEGY

With over 25 years of relationships and working with some of the marine industry's top brands, GDS Ltd is well placed to advise the best partners for your business. They pride themselves on advising the right route to market for your products.



PARTNER RELATIONSHIP MANAGEMENT

It is still an old saying that people buy from people, and this is again today more than ever the case. GDS Ltd's experienced team have a huge network of high-level decision making contacts that we've consistently worked with over the years.

Services We Offer

GDS Ltd can manage all or part of your sales effort. By engaging with GDS Ltd and discussing what you want to achieve, they can then come up with a tailored plan to suit your business and bring the success you deserve.



FOCUSED MARKET ANALYSIS



SALES ANALYSIS



ROUTE TO MARKET ASSESSMENT



PARTNER RELATIONSHIP MANAGEMENT



FORECASTING



CHANNEL STRATEGY



PROMOTION PLANNING



SALES MANAGEMENT



MARKET PRICING & MARGINS

Marketing Services



RESEARCH & ANALYTICS

All good marketing plans start with research and analytics. GDS Ltd carry out brand awareness (aided and unaided), voice of customer and net promoter score surveys to give you solid insights.

They take these and other insights and advise you on your position in the market and the suggested next steps to take.



MARKETING STRATEGY

Research, analysis and insights give you and your team 'market knowledge' allowing you to make educated decisions on how to invest money in the company, not just marketing.

Using market knowledge and your 'battlefields', they create a marketing strategy that best meets your needs and budgets.



BRAND AWARENESS

Key to success is brand awareness in your market. Simple to say if that no one knows who you are or what your products do, they are unlikely to find and buy your products or services.

There are simple and cost-effective ways to increase awareness, it's not always about throwing loads of money at advertising (but this can help!)

GDS Ltd has experienced marketers on hand who can assist with your marketing needs, helping you create a 'go-to-market' strategy and get your brand noticed helping to increase sales. They cover all aspects of your marketing mix ensuring you maximize your brand potential and how the world sees you.



DIGITAL & SOCIAL

A simple, effective website is a must nowadays. We can create a simple 1-page website or a more complex site with multiple pages and an e-commerce store. Social media is still a mystery to many. How often? What & where to post? GDS Ltd can help with this by either managing your social channels or training you using simple tools.



TRADE MARKETING

Creating engaging trade marketing tools is a key part of any plan. GDS Ltd understand what works saving you time and money using trusted suppliers to deliver high quality POS, in-store materials and giveaways. They deliver consumer promotions that will increase sales and deliver a positive ROI.

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#GDSRepresents
@GDSLimited101