

# GDS

GLOBAL DISTRIBUTION SOLUTIONS

EST. 2018

## Marine people. Global connections.



## Let's grow your marine business.

Sales & distribution / Fulfilment / Projects & shows

## 01 / OUR STORY

# Marine people. On your side.

Established in 2018 and based in Plymouth, GDS brings marine industry knowledge and commercial experience to manufacturers looking to grow in the UK and international markets.

**GDS EST. 2018 / ADRIAN: 30+ YEARS IN THE INDUSTRY**



**Adrian Gray**

**Director**

International sales, distribution strategy, pricing, forecasting and negotiation.



**Carly Deheer**

**UK General Manager**

Marine trade experience, customer service and day-to-day sales support.



**Matt Forbes**

**Sales Development Advisor**

Channel development, OEM integration and building a presence in new markets.

## A small team with a wider reach

Personal contact with GDS, backed by experienced representatives for the work ahead.

**02 / WHAT WE DO**

# How can we help?

Choose the support your business needs, from a focused assignment to ongoing regional sales management.

**01**

## Strategy & planning

Market assessment, route to market, pricing, forecasting and practical growth plans.

**02**

## International sales

Representation, distributor development and strategic account management across EMEA and APAC.

**03**

## OEM development

Boatbuilder engagement, technical introductions and development of supply opportunities.

**04**

## UK distribution

Importing, stockholding, trade sales and customer support for the UK marine market.

**05**

## Fulfilment

Developing stockholding, order processing and dispatch support for selected manufacturing partners.

**06**

## Marketing & projects

Market visibility, exhibitions and additional representative support for defined activities.

### **One commercial relationship**

Bring sales development and delivery support together around an agreed plan.

## 03 / INTERNATIONAL REPRESENTATION

# New markets start with a conversation.

We work alongside your team to develop distributors, strategic accounts and boatbuilder opportunities.

## Build an active channel

Identify suitable partners, clarify commercial terms and maintain regular contact. Support partners with training, promotion planning and account reviews.

## Develop OEM opportunities

Engage purchasing and technical teams, coordinate evaluation discussions and follow opportunities through the boatbuilder supply process.

### REGIONAL FOCUS

#### UK

Marine trade

#### EMEA

Europe, Middle East  
& Africa

#### APAC

Asia Pacific

## Turn opportunity into a working plan

Agree target accounts, ownership of follow-up and regular reviews. Keep the conversation focused on pipeline progress, partner activity and the next commercial decision.

## 04 / OPERATIONAL SUPPORT

# Helping you deliver.

UK distribution combines sales support, stockholding and customer service. Fulfilment extends that support for selected partners.

## UK distribution

A trade route serving retailers, installers, chandleries and boatyards. We bring product knowledge and customer support to the sales relationship.

## Fulfilment development

As our UK warehousing operation expands, we are developing support around stockholding, order processing, dispatch and customer enquiries.

### AN ILLUSTRATIVE FULFILMENT WORKFLOW



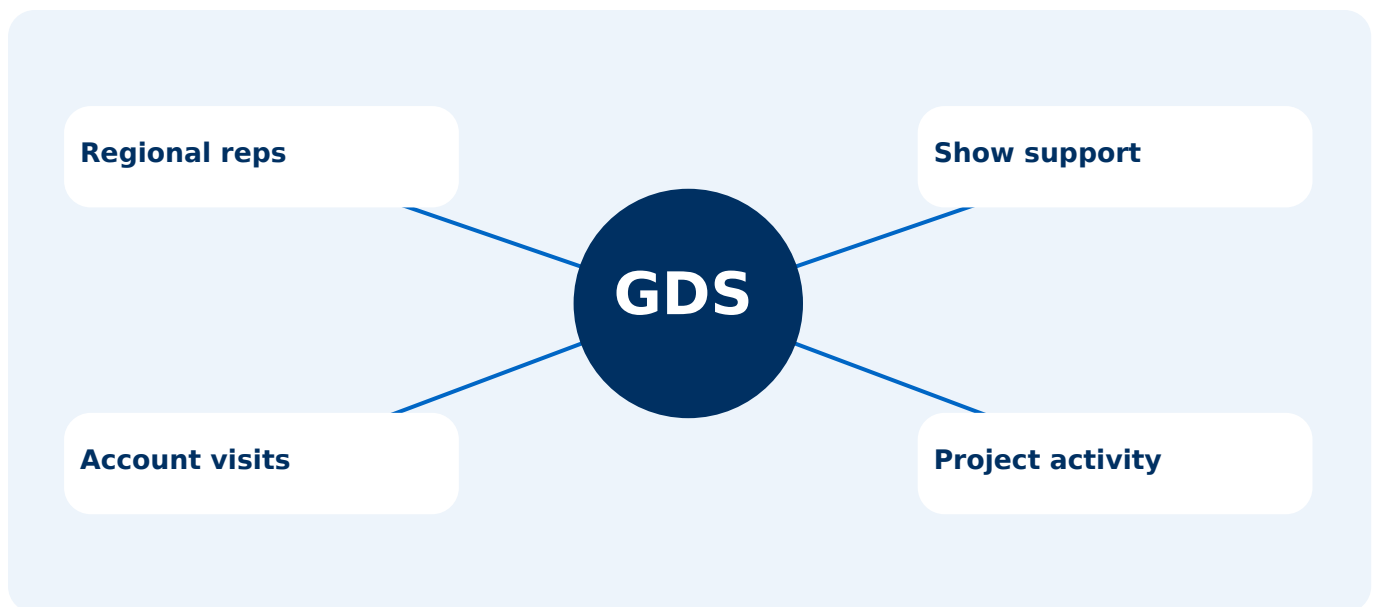
### A service agreed around your operation

Scope, stock ownership, service levels and charges are agreed for each partner.

## 05 / EXTENDED NETWORK

# A few more hands. The right experience.

GDS can bring in other experienced representatives for project activity, market visits and shows, with support matched to the brief.



## A team shaped around the task

Additional reps can support a defined market, show programme or account visit schedule. The brief sets the territory, duration, objectives and responsibilities.

## Continuity through GDS

We can coordinate the assignment, keep communication aligned with your business and bring project findings and follow-up into the wider sales plan.

### Flexible access to marine experience

Use additional resource for a specific project or alongside an ongoing representation agreement.

## 06 / MARKET VISIBILITY

# Let's get you in front of people.

Coordinate marketing and show support with the people and channels you want to reach.

## Marketing support

Research, market positioning, digital and social activity, trade communications and promotional planning around agreed commercial priorities.

## Exhibitions & shows

Plan meeting targets, representative coverage and customer conversations. Bring in additional support where the event or territory calls for it.

### HOW WE WORK TOGETHER

- |                      |                                                          |
|----------------------|----------------------------------------------------------|
| <b>01 Understand</b> | Your markets, current position and priorities.           |
| <b>02 Plan</b>       | Agree scope, resource, milestones and responsibilities.  |
| <b>03 Deliver</b>    | Put the sales, partner or project programme into action. |
| <b>04 Review</b>     | Assess progress and agree the next steps.                |



### A clear brief. A practical programme.

Start with a market review, a project assignment or ongoing sales representation.

**YOUR NEXT MARKET. YOUR NEXT PROJECT.**

# Let's talk.

Tell us your target markets, the opportunity you see and the support you need. We can build a scope around your priorities.

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## **GENERAL ENQUIRIES**

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## **INTERNATIONAL SALES & PROJECTS**

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