

Thank you for submitting our form!

Here are the details you sent us:

First name: Carlos

Last name: Betancourt

Organization Name: NEX of America

Address: 7875 NW 107 AVE # 809

Enter your email address: cbetancourt@nex-products.com

Phone Number: +1 (305) 7818424

Assistant's Name: Gabriel Veliz

Assistant's Email: gveliz@nex-products.com

Assistant's Phone: +1 (305) 4578785

How would you paint success for your company in the next 6 -12 months?: We definitely think that it is needed not only the set-up of the brand structure for the “go the market”, but the brand launch and development roadmap supported by an outbound marketing / advertising / image / communication strategy to guarantee business profitability and sustainability.

Additionally, a key goal is to be branded and commercially strong enough to get US customers (medium and big box retailers and distributors) partnership relationships.

Who are your clients, customers or audience serving?: We started acquiring Venezuela's country representation for global brands like: Truper, Pretul, Galgo, Duke, Bernzomatic, Hamilton Beach, Duracell Flashlights, Life + Gear, EVA-Dry, Blue Bidet, O2 Cool, Worthington Cylinders and become local distributor of brands like Coleman, Energizer, GE, Phillips, Silvana, Henkel, Kwikset, Sika, Cisa, Lincoln Welding and many more.

We imported new products and categories like dehumidifiers, LED Flashlights, Air Purifiers, Micro Torches, Portable bidets and many items that never been imported by someone else in Venezuela. We used to import full containers for the country representation brands.

We had top world class brands and we went to the biggest wholesalers and retailers with our brands and with our experience and customer acknowledgment.

We got local customers like: Ferreteria EPA (like Home Depot) Ferretotal (Like Lowes) Farmatodo (Like CVS) Locatel (like Walgreens) Central Madeirense (like Publix but nation Wide) Super Lider (like Sedanos) and the top retailers nation wide.

Due to politics and uncertainty and economic situation in our origin country, we started to expand the business to other LATAM Countries (Panama - D'Luxe / Sanitlight / Cuarto Frio, Ecuador, Mexico) and US (Hospitality and Restaurant Industries - Grand BEach Hospitality Group, Il Giardino, Aura at Books & Books, Ocean Water International, Tansoo, Miga's SteakHouse, HMA of Miami).

What is their geography?: US, LATAM

What are their preferences?: Reliable and Innovative Products, Creativity on Ads and Marketing Support, Excellent Customer Service, Flawless Execution (Sales, Delivery and After Sales Process).

What mode of product or service delivery do they prefer?: Top Management Attention during

Proposals / Offering / Sales and Delivery Process, Complete Transparency and Visibility across all related Supply Chain from the PO placement until the final delivery (according agreed Incoterm on each order).

How have you tried to reach/market to them?: Direct Sales addressed top Management / C-Level / Procurement Direction Teams (In-situ visits, email campaigns), Social Media Management (Webpage, IG, Facebook, Posts boost / Promos).

What new changes do you want to make to your marketing strategy?: Focus on US Market. Understand main niches opportunities and market size (Customers, Product Lines, Hot Items, Regions) supported by a Market Research that allow us to be effective and efficient on applied resources / tools to get business goals. Optimize online presence (web page, social media networks) to generate organic "valuable" leads to close as deals as possible associated to our B2B / Massive B2C business model.

We definitely think that it is needed not only the set-up of the brand structure for the "go the market", but the brand launch and development roadmap supported by an outbound marketing / advertising / image / communication strategy to guarantee business profitability and sustainability.

What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?: NEX (Nuestra EXperiencia - Our Experience) is the achievement of more than 16 years of experience in Strategic Sourcing (from the very beginning of the process to the final product delivery, get reliable factory direct relationship, commercial conditions / amazing pricing, product development proven methodology, products with USA, CE Required International Certifications), and also the representation and commercialization of brands with a global trajectory and recognition.

The opening, operation and management of the companies that originated NEX, allowed us to acquire a comprehensive approach and the necessary knowledge to develop and support a global brand, and represent only the best of each line of business.

NEX arrived in the United States 3 years ago with the objective of representing its lines and commercializing the global brands that made our organization grow and be sustainable, as well as establish the Regional HUB of strategic, tactical and operational management for the development and accompaniment of new businesses in USA, Latin America and The Caribbean.

NEX Business Model Benefits:

- Synergies with Know-how in the Industry and Commercialization of all our product lines.
- Regional Support Framework. Possibility of Benchmark through local, regional and global contacts and teams.
- Commercial and Technical Training. Based on proven best practices and previous experiences verified for more than 16 years "Learning by Doing".
- Flexibility for incorporation & disincorporation of brands and product lines. Management of agreements over regional corporate strategy and alignment with tactics and local operation and

market dynamic.

NEX Capabilities:

- Vendor Management
- Product Development
- Supply Chain & Operations Mgmt
- SKUs ready to Order

--> Procurement Process & Product Development under NEX proven Method, developed and continually improved through more than 16 years of proven experience

We have 4 already developed and ready to order Product Lines:

1) LED LIGHTING:

- *Regular LED Bulbs
- *IoT Internet of Things (Smart Tech) LED Bulbs, Lamps & Fixtures
- *Vintage LED Bulbs
- *Special Shape LED Bulbs
- *Rechargeable LED Bulbs
- *LED Lamps (Commercial)
- *LED Lamps (Residential)
- *LED Car Solutions (Conversion Kit & Bulbs)

2) LED RECHARGEABLE WORKLAMPS & FLASHLIGHTS.

3) DEVICES:

- *Switch
- *Dimmer
- *Wall Sockets (USB, Wi-Fi, IoT, GFI/GFCI)
- *Rechargeable Fans
- *UV Light Sanitizers

4) ECO Biodegradable:

- *Paper Straws
- *Paper Cups
- *Food containers in sugarcane bagasse.

What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?

: During last 2 years after the landing in US, it has been difficult to detect on what product lines and SKUs to make marketing push and communication campaigns for the US Market due to our wide product portfolio (450+ SKUs) that not necessarily are linked on each other. We have been assessing market feedback on 2020 with Global Pandemic situation and Save the Planet trend - Transition from Plastic to Paper use (Take away / Delivery customer approach in Hospitality & Restaurants Industries) and believe that the ECO Biodegradable Products could be the line where must start to build and get strong brand image and market presence.

We have had lack of an Overall Marketing and Branding Strategy that allows us to focus on driving commercial and tactical actions to get organic valuable leads and transform them on closing deals.

Years In Business : 15-20

Who are your competitors?: Manufacturers and Distributors with B2B focus and some B2C approach.

Webstaurant Store, US Supply House, Restaurantware, Food Biz Supply, Eco Products

1st Competitor Website?: <https://www.webstaurantstore.com/search/straws.html>

<https://ussupplyhouse.com/>

2nd Competitor Website?: <https://www.restaurantware.com/>

<https://www.foodbizsupply.com/>

<https://www.ecoproducts.com/>

Website in your industry that you like?: <https://www.ecoproducts.com/>

OPTIONAL: Another website in your industry that you like?: <https://www.restaurantware.com/>

What do you like about these websites?: Design, Intuitiveness, Product Portfolio showing, easy to find key info and business drivers, easy to get company contact.

Your Company Marketing Budget for next 12 Months?: \$10K - \$15K

What marketing services are you interested in trying?: SEO (Organic Growth Based On Relevant Content on Your Website), Linkedin B2B Lead Generation, Google shopping, Google My Business, Facebook Ads, Instagram Ads, Social media advertising, Social media management, Website Design