

a1
qa

Software testing
company

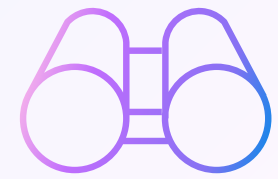


Distribution channels

— Fine-tuned processes to power the delivery of high-quality software



Selective distribution strategy



Routes and paths along which a product or service moves



Wholesale suppliers, retail stores



A cohesive network that directs products straight into our hands



Sales agents and logistics companies



In a1qa, the main type of distribution channel used is company representatives. These representatives play a key role in the provision of services and goods, concluding contracts that govern the purchasing process.

In addition, a1qa also actively uses the zero-level channel, preferring direct sales from the manufacturer to the end consumer - without intermediaries.

Advantages and disadvantages



Cost savings



Customer relations



Limited customer base

Motivation system



Commissions and Rewards

Intermediaries may receive commissions on sales or rewards for achieving certain goals.

Performance Bonuses

The Company may provide bonuses to resellers for achieving certain sales goals, strategic objectives.

Exclusive offers

Providing resellers with exclusive terms, discounts or products that make their offer more attractive to customers.

Corporate Communication

Regular information about new products, company strategies and general plans.

Markups in distribution channels

50%

The cost of the project includes compensation for employees, and if this portion exceeds 50% of the total cost of the project, it is often considered a financial failure.

100-400%

The total markup can range from 100-400%, which includes both labor costs and additional costs for improvement and development.

Manufacturer



Company
representatives



Consumer

