

## **Link Advisory - Client Engagement & Workflow Process**

Linking Intelligence, Networks, and Growth

### **1. Our Mission & Client-Centric Model**

Link Advisory operates as an external, dedicated sourcing and market-entry arm for our international clients. We are exclusively retained by buyers—distributors, retailers, importers, and brokers. Our fees are paid by our clients, ensuring our independent, unbiased advice is always focused on finding the best solution for your specific needs. We are not sales agents for producers.

### **2. Our Structured Workflow: A Collaborative Journey**

To ensure efficiency and clarity, we follow a structured process.

#### **Phase 1: Initial Discovery & Scoping**

- Objective: To understand your business and needs thoroughly.
- Key Activities:
  - Initial conversation to understand your request.
  - Client profiling: Understanding your company (name, tax ID, online presence), your position, and your target market.
  - Requirement definition: Detailed discussion on product technical specifications (e.g., acidity, shelf life, quality, private label, region, certifications).
  - Logistics & commercial terms: Understanding desired quantities, lead times, and delivery terms.
- Outcome: A clear project scope and a decision on whether a setup fee is required.

#### **Phase 2: Project Formalization**

- Objective: To secure a formal commitment and begin the work.

- Key Activities:
  - If applicable, a non-refundable Setup Fee will be proposed and justified. This fee covers the initial investment of time and resources in scouting, vetting, and negotiating on your behalf.
  - The client decides whether to approve and pay the fee to proceed.
- Outcome: A formal go-ahead for the procurement phase.

### Phase 3: Sourcing & Procurement (2-3 Weeks)

- Objective: To identify and negotiate with the best-suited producers.
- Key Activities:
  - We leverage our curated network of trusted producers who meet our standards for quality and credibility.
  - We conduct meetings, clarify specifications, and perform a mapping exercise to match your needs with the right partners.
  - We negotiate MOQs, pricing (EXW or other Incoterms), and lead times on your behalf.
- Outcome: A shortlist of 1-3 producers that best fit your requirements.

### Phase 4: Proposal & Transparency Agreement

- Objective: To present our findings and secure a mutual commitment to transparency.
- Key Activities:
  - You receive a detailed proposal with product specifications, pricing, and MOQs. At this stage, producer identities are blinded to protect our intellectual property and the partners involved.
  - If you agree with the proposal and wish to proceed, a mutual Non-Circumvention Agreement (NCA) and Non-Disclosure Agreement (NDA) must be signed.
- Outcome: A protected framework for full disclosure and collaboration.

### Phase 5: Full Disclosure & Order Execution

- Objective: To finalize the supplier selection and initiate the first order.

- Key Activities:
  - Upon execution of the NCA/NDA, we immediately disclose all producer details and facilitate direct introductions.
  - We coordinate sample requests and manage the process until delivery to your nominated shipper.
  - We facilitate the placement of the first commercial order.
- Outcome: A successfully sourced and contracted supply chain for your business.

### 3. Why This Model Exists

This structured process is designed to protect all parties involved:

- For You (Our Client): It guarantees our efforts are dedicated to your success and ensures you receive unbiased, curated options without paying for a "catalogue" of unvetted products.
- For Our Producer Partners: It ensures they only engage with serious, qualified buyers, saving them time and resources.
- For Link Advisory: It protects the intellectual property inherent in our curated network and allows us to invest time in delivering high-quality, tailored solutions.

We believe this professional framework is the foundation for a trusted, long-term partnership and successful market entry.

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