

Italian company involved in the field of energy efficiency offers its distribution and commercial services to a potential supplier (BRIT20220804017)

The company is a young, innovative and bright representative agency which works in the Italian market by inserting new foreign companies operating in the efficiency energy field.

The aim of the agency is to offer business solutions to Italian and foreign markets, in order to add innovative energy saving products with the utmost respect for the environment and guarantee the social and economic growth. The company represents manufacturing companies which generally make photovoltaic products, inverter, fixing structures for photovoltaic products and solar thermal, VMC (controlled mechanical ventilation) and solar thermal producers. The most represented brand, for which the agency has exclusive rights for Italy and Malta, is a company dedicated exclusively to the investigation and development of solar systems for its export.

The agency is involved in a wide range of sales channels, such as heating and plumbing, large-scale electricity distribution and areas of focus. At the moment the company represents 4 important brands of these products:

- Thermal solar: exclusive rights for Italy and Malta with the total management of the commercial procedures;
- Fastening units for photovoltaics plants: exclusive rights for South Italy; the core business is the detailed customer care to bigger clients in the sales;
- Photovoltaics modules: agency agreement for Sicily and Sardinia, the core business is the detailed customer care to bigger clients in the sales;
- Mechanical Ventilation products:

The agency looks for new supplier interested in selling their products in Italy through an expert representative agency, with whom it can be created a fiduciary relationship based on exchange of information and updated on right sales strategies.

The agency offers a consultancy service about the choice of the correct sales channels and the winning marketing strategies: this mediation will be adopted on the basis of the product and the position price that the partner intends to reach on the Italian market. In addition, the agency will have an active role to play by offering more knowledge about the new products: it will organize a presentation of the products and several training activities to inform and involve customers. Regarding the distribution service agreement, the agency offers not only the business promotion and the products sale but is also capable to offer to customers a constant after sale service. In this way the company is relieved from these duties but it can continue to track the assistance and protect its own brand,