Manufacturer Representation Proposal

Southern Africa and Indian Ocean Island markets

Prepared by Motivara Parts International Ltd | October 2026

Our proposal

We invite your company to appoint Motivara Parts International as your commercial representative for agreed markets in Southern Africa and the Indian Ocean Islands. We will identify suitable in-country distributors, present your products and support the development of lasting commercial relationships.

Your distribution agreements will be signed directly with approved distributors. They will order from and pay your company directly. Motivara will manage the local commercial relationship and receive a negotiated commission from the manufacturer.

Why work with Motivara

Our offer draws on automotive product knowledge, manufacturer sourcing contacts and an understanding of vehicle applications and aftermarket requirements. We can help translate your range into a practical offer for local distributors, including product selection, catalogue support and market positioning.

You gain a local contact responsible for developing opportunities and following up with customers, while retaining approval of distributors, pricing, credit terms and supply agreements.

Market and product focus

Our regional scope covers South Africa, Botswana, Namibia, Mozambique, Zimbabwe and Zambia, together with Mauritius, Seychelles and Madagascar. We propose an initial focus on South Africa and Mauritius, with other countries included by agreement. Product opportunities include batteries, filters, braking, suspension and steering, service components, electrical products, driveline, lubricants and consumables. The range and target customer segment will be agreed for each manufacturer.

What your company will receive

Each representation mandate will have an agreed scope of work. The following services form the basis of our manufacturer offer.

Service	What Motivara will provide	Benefit to your company
Market assessment	Review target customers, vehicle applications, competing offers and pricing requirements.	A clearer basis for choosing products and positioning your offer.
Range development	Recommend an initial assortment using local applications and buyer feedback.	A focused opening range that distributors can assess and trial.
Distributor development	Identify prospects, assess commercial fit, arrange meetings and present your range.	A managed process for finding suitable distribution partners.
Commercial coordination	Coordinate enquiries, quotations, sample evaluation and negotiations.	Local follow-up that helps opportunities move towards an order.
Launch and marketing	Assist with catalogues, application information, presentations and agreed launch activities.	Product information that supports distributor sales teams.
Relationship management	Maintain contact after appointment and coordinate commercial or technical concerns.	Continuity of support as the distributor develops the business.
Market reporting	Provide regular updates on prospects, orders, feedback and agreed actions.	Visibility of progress and issues requiring your decision.

Distributor assessment

We will assess prospective partners against agreed criteria, including customer reach, sales capability, financial capacity, warehousing, import experience, competing brands and after-sales support. Your company retains final approval of appointments and its own credit assessment.

Ongoing accountability

We propose monthly progress reports and quarterly commercial reviews. Measures can include qualified prospects, meetings, quotations, trial orders, repeat orders and distributor sales against agreed targets. Sales objectives will be set jointly after the initial market assessment.

The proposed product showroom

Our strategy includes establishing a showroom where participating manufacturers have dedicated sections displaying their products and samples. The facility is planned and will be developed once manufacturer participation, buyer demand and operating costs support its establishment.

A dedicated section for your products

Your section would feature an agreed selection of samples, manufacturer branding, technical information and access to your catalogue. Buyers could examine product quality, compare applications and discuss the range with a local representative.

A place for buyer engagement

We would use the showroom for scheduled distributor meetings, product presentations, sample evaluations and training arranged with your technical team. Displaying complementary product families would allow buyers to review several relevant ranges during one visit.

An agreed display and promotion plan

Before installation, we would agree the location, display allocation, branding permissions, sample ownership, replacement arrangements and promotion activities. Any competing ranges would be disclosed and addressed in the representation mandate.

Support requested from manufacturers

To present your products accurately and develop credible distributor opportunities, we request the following support:

- Representative product samples and approved display materials, with freight, import charges and ownership agreed in advance.
- Current catalogues, application data, technical specifications, product images and available quality or compliance documents.
- Export pricing, minimum order quantities, production lead times, payment terms and warranty procedures.
- Product training and a named commercial contact, supported by access to technical assistance.
- Timely quotation responses and agreed support for promotions, buyer visits and launch activities.

Showroom setup contributions, display fees or marketing budgets may be agreed separately. These arrangements would specify the activities funded and the reporting provided.

Before the showroom opens

Distributor development can begin through direct meetings, digital presentations and portable sample displays. This allows us to test the opportunity and start commercial activity while the permanent facility is being planned.

Commercial structure

Manufacturer paid commission

Motivara proposes a negotiated commission on eligible customer sales covered by the representation agreement. The rate will reflect product margins, services, market development requirements and manufacturer support. Covered repeat orders placed directly with the manufacturer remain commissionable.

The agreement will define the commission calculation, eligible accounts, existing customer exclusions, payment trigger, currency, settlement dates and sales reporting. Introduced accounts will be acknowledged in writing. Post-termination commission rights will be agreed expressly.

Choice of country coverage and monthly retainer

Manufacturers may select one country at USD 750 per month and add countries at USD 250 each per month. Monthly retainers are USD 750 for one country, USD 1,000 for two, USD 1,250 for three, USD 1,500 for four or USD 1,750 for five. The countries will be named in the representation agreement and may be added by written agreement. Payment is due on signing and monthly in advance thereafter, in addition to sales commission. The retainer covers our market knowledge, skills, experience and use of our existing customer base to market your products and attract distributors. Separate project costs require advance approval.

Territory and authority

Countries, product categories, exclusivity, performance expectations and competing-brand arrangements will be agreed individually. Motivara will coordinate opportunities within its mandate; authority to bind the manufacturer or approve supply terms will require express written delegation.

Responsibilities of each party

Party	Primary responsibility
Manufacturer	Approve distributors and commercial terms; contract, invoice and supply directly; provide product quality, documentation, technical and warranty support.
Motivara	Develop prospects, promote the agreed range, coordinate introductions and support local commercial relationships and reporting.
Distributor	Purchase and pay directly; manage importation, stock, local sales and service obligations as agreed with the manufacturer.

How we begin

1. Hold an introductory meeting to review your product range, export objectives and existing market coverage.
2. Agree the initial countries, target distributor profile, representation terms and manufacturer support.
3. Sign the representation agreement and exchange product information, pricing and samples.
4. Launch an initial 90-day programme of market assessment, distributor meetings and quotation follow-up.
5. Review buyer response, trial-order opportunities and the case for a dedicated showroom section.

This proposal is an invitation to discuss a commercial partnership. Appointments, fees, territory rights and service commitments are subject to a signed agreement.