

Distributors' FAQ

Q. I am interested to be an authorized distributor of the Barsha Pump in my region. How can I become one?

A. Please fill in the short information, by clicking “Apply Now” button:

<https://www.aqysta.com/distributors/>

We will contact you as soon as we have the filled in information from you.

Q. I am an individual and do not have a registered entity, can I still be an authorized distributor?

No. To be able to import goods to your country and become a distributor, you will need to have a registered legal entity.

Interested individuals can become sales agents in the country if there are existing distributors. We will then link you to the distributor in the region if you are interested.

Q. What do you look for in an authorized distributor?

A. We look at organizations who are selling relevant complementary goods in the country/region to be a suitable distributor. We particularly prioritize the following factors:

From distributor questionnaire:

- Knowledge of the irrigation market
- Existing customer base among commercial farmers and network with government and non-government organizations in the country (track record)
- Great sales and distribution network in the country
- Experience with sales of agricultural equipment
- Technical Ability to assemble and install pumps and to train retailers and agents on the same
- Professional organization with experience on international trading (import, customs clearance etc.)
- Enthusiasm to promote the technology
- Ideally: already is a preferred supplier for agricultural organizations/groups and/or has strong connections with government and/or offers standardized financing schemes for customer base.

Q. What is the minimum order quantity to become an authorized distributor?

A. 40 units

Q. I want to be a distributor but would like to order a few sample units first. Is this possible?

A. Yes, this is possible. However, distribution agreement is only signed once you place an order for MoQ amount. When you order a minimum of 5 units you will be classified as an ‘Aspiring Distributor’ and will get access to a standardized, remote support process, for a limited period of six months.

During the six months, we expect the following actions from your side, with support from us:

Nr.	Description	Deliverable
1	Identification of Installation Site	<ul style="list-style-type: none"> • Filled in feasibility form • Video of river/canal
2	Completion of Market Study	<ul style="list-style-type: none"> • Filled in Survey template of aQysta on <ul style="list-style-type: none"> ○ Cost of Import, local transport and storage ○ Competitors ○ Regulatory aspects ○ Market segments ○ Crops & Irrigation requirements
3	Completion of Actor Analysis	Filled in Survey template of aQysta on actors
4	Business Model and Market Entry Strategy	Filled in Survey on market entry strategy

Q. Can I order just one sample?

Yes, you can. However, then you will be our client and not an authorized (or aspiring) distributor.

Q. How can I learn more about the technical details and working conditions of the technology?

A.

- FAQ document on the Barsha Pump from aQysta
- Videos and Pictures of Installation and Working
- Site Feasibility Assessment Documents
- Assembly Manual
- Site visit to one of the locations of pump installation, at your cost (reimbursement over your first order)

Q. What facilities do I get as an authorized distributor?

A.

- Exclusive Prices with attractive discounts
- Payment terms with letter of credit with deferred payment facility
- Marketing and Promotion Support
- Training of staffs for assembly and installation
- Additional market access through aQysta's international Network
- Generation of sales leads and forwarding of leads to you
- Access to future aQysta products
- Customized market intelligence services
- Access to extensive documentation about experiences from other regions

Q. Do I get exclusivity rights as authorized distributor?

A. Normally, we do not work with exclusivity agreements. In some cases, we provide regional or national exclusivity, against agreed sales targets for a predefined timeframe.

Exclusivity is only considered after purchase of 40 units. Sales targets are set mutually, looking at the market potential and value proposition of the respective country.

Q. How much does a pump cost me?

As an authorized distributor, you will be offered wholesale prices for the product. Prices vary according to different variants of the pump.

Please write us at distribution@aqysta.com for the latest retail and wholesale prices.

Q. What are the responsibilities of an authorized distributor?

A.

- Marketing and Promotion of the product
- Sales of Product
- provide Installation and After-sales service
- Market Study
- Adherence to local regulations

- Setting up/managing a sales network

Q. What is the suggested sales price and margins for the sales of pumps?

- We acknowledge that healthy margins are an important element for everyone involved in the distribution of the Barsha Pump to grow
- We work with an open cost calculation to determine the price for your market of operation together