

## Grille d'attentes mutuelles

### Commitments by DCI (fabricant) towards CSC (distributeur)

- **R&D Commitments**
  - Create unique and differentiated new products adapted to Asian skin needs
  - Develop international product formulations where possible to satisfy local Chinese regulations
  - Provide administrative support for product registration requirements in China
- **SCM Commitments**
  - Once targeted sales volume is established in China after specified number of years, introduce Vendor Managed Inventory system to optimize downstream logistics management for CSC
- **Manufacturing Commitments**
  - Achieve negotiated service levels each year
  - Provide rapid assessment and eventual compensation in the event of claimed product non-conformity
- **Marketing Commitments**
  - Provide brand exclusivity in the territory
  - Provide local tie-ins to international sponsorships to leverage international brand exposure
  - Provide promotional & POS book with calendar to stimulate sales activity throughout the year
- **Sales Commitments**
  - Provide sales tools, processes, methodologies and associated training to sales team
  - Accompany sales team to provide coaching on best practices
  - Introduce CSC to local contacts and key international accounts
- **Training Commitments**
  - Provide training tools, processes, methodologies and associated training to training team
  - Participate in local media events as the international brand ambassador
  - Introduce new treatments to the local market on a timely basis

### Expectations of CSC (distributeur) toward DCI (fabricant)

- **Marketing Expectations**
  - Establish DCI as a premium professional brand in China in line with brand guidelines
  - Allocate a set proportion of local sales revenue toward advertising & promoting the DCI brand locally
  - Grow sales and market share in line with Development Plan for China
  - Source promotional & POS materials from the DCI marketing book ; local creations to be approved by DCI before usage
  - Monitor and provide feedback on local market developments

- **Sales Expectations**
  - Hire and retain the best available sales talent exclusively dedicated to the DCI brand
  - Implement sales tools, processes, methodologies and provide associated training to sales team
  - Achieve negotiated sales targets and productivity improvements year on year
  - Carry a jointly negotiated minimum level of stock and the full range of SKUs
  - Maintain high levels of customer satisfaction and loyalty
- **Training Expectations**
  - Hire and retain the best available training talent exclusively dedicated to the DCI brand
  - Maintain a state of the art training centre
  - Provide training certification to all professional product customers according to DCI standards
  - Send all new trainers to DCI Paris for initial training
  - Provide ongoing training and quality control to professional product customers