

Distributor Partner Program

This template outlines FENIER's exclusive territory distribution model. Replace with your latest commercial terms and territory map before distributor outreach.

3-Tier Program Structure

Tier 3 - Authorized Reseller

Volume: 5-20 sets/quarter, non-exclusive
Margin: 35-40% margin
Support: Digital materials + lead routing

Tier 2 - Exclusive Distributor

Volume: 20-50 sets/quarter, exclusive territory
Margin: 42-48% margin
Support: Printed catalog + showroom support + co-marketing

Tier 1 - Strategic Partner

Volume: 50+ sets/quarter, exclusive territory
Margin: 50-55% margin
Support: Custom regional microsite + booth co-investment up to USD 10K/year + dedicated engineer

Onboarding Process (90 days)

- Day 1 Application submitted via portal
- Day 2-3 Discovery call with regional manager
- Day 7-14 5-set sample order shipped
- Day 14-30 Sample evaluation + agreement signed
- Day 30-45 First production order + deposit
- Day 45-65 Container shipped FOB Shenzhen
- Day 65-90 Activation + B2B portal access

Marketing & Sales Support

Tier 1 distributors receive: full product catalog (printed + digital), localized marketing collateral in 8 languages, showroom display units at cost, co-investment in launch marketing up to USD 10,000/year, exclusive regional microsite, trade-show booth design templates, lead routing from global inquiry pipeline.

Margin Protection

MAP (minimum advertised price) policies enforced quarterly. We do not sell direct-to-consumer in any exclusive territory. Online inquiries from your territory are routed to you within 24 hours. We monitor Amazon, Alibaba, and 6 other major B2B platforms for MAP violations.

Apply Now

Visit fne-cabinets.online/#apply to submit your application. Required: country, company size, annual revenue, import experience, existing distribution channels. NDA available on request.