



---

## **BECOMING A RESELLER**

A glass of amber-colored cocktail with ice and a citrus wedge sits on a white napkin on a metallic bar counter. The background is a blurred bar scene with warm lighting and a red light fixture.

# HELLO!

*"Thank you for taking the time to consider becoming a reseller of BeeBox Systems."*

*This brochure will explain the BeeBox product offering, the advantages of the Reseller Model, and how you can add an additional revenue source to your business.*

*We hope you find it informative and compelling."*

Steven Fitch and Stuart Landreth  
Directors





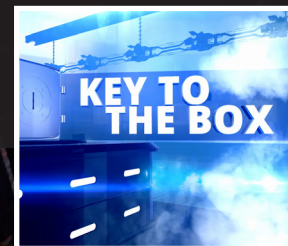
## WHAT IS BEEBOX?

BeeBox is an integrated entertainment and promotional solution that is driving sales and **boosting revenue** in bars and leisure venues across the UK.

By combining music and digital signage with optional games, quizzes and promotional features, we provide a **compelling solution** that meets the needs of independent publicans and venue managers.

BeeBox has been developed as a **modular system**, allowing customers to upgrade and add features at any time.

This strategy ensures the system remains relevant in the venue, adapting to new trends and technologies as they are developed.







## A BUSINESS RELATIONSHIP THAT WORKS FOR EVERYONE

As a company – we don't sell directly to bars:

Instead, we prefer that relationships are forged and developed at a local level - through a **network of trusted resellers**.

Resellers act as the first point of contact and are responsible for delivering sales, installation and support to their customers.

The **BeeBox Reseller Model** offers "buy-to-sell", "buy-to-rent" and "rent-to-rent" options - allowing you and your customers the greatest of flexibility when choosing the BeeBox System.



## CONFIDENT FIRST STEPS

Joining us as a reseller requires no upfront financial commitment.

Instead, in return for your time and effort, we will provide a dedicated account manager who will help you get up and running.

Alongside extensive training and support, you will also receive our **Reseller Starter Kit**, consisting of:

- ☑ A demonstration laptop.
- ☑ Engaging printed and online marketing materials, and branded customer giveaways.
- ☑ Nationwide marketing campaigns, delivered by web and social media, with appropriate leads in your region passed directly to you.

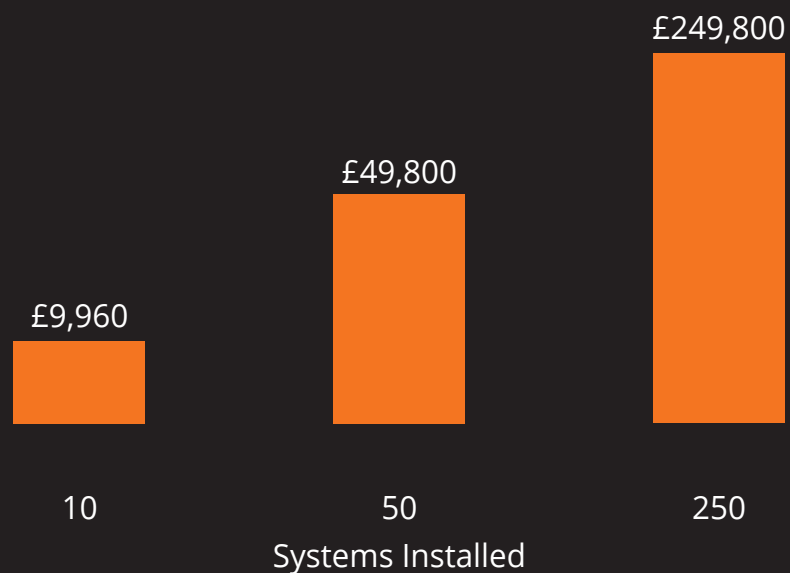




## REALISTIC GROWTH

As we welcome resellers with business of all sizes, we do not believe in setting any specific targets. What we do ask for is a pro-active approach to lead generation and a hunger for growth.

This illustration shows your potential annual net income when using the “rent-to-rent” option, based on systems configured with our most popular package.





## SUPPORT, WHEN IT'S NEEDED

With on-going development since 2009, BeeBox has been proven to be a **user-friendly** and reliable system.

However, when customers do have queries, we offer a multi-tiered support approach:

- ☑ Customer self-help through the provided user guide
- ☑ 1<sup>st</sup> line support delivered by yourselves
- ☑ 2<sup>nd</sup> line support delivered by BeeBox

For the 1<sup>st</sup> line support, you will be free to negotiate your own terms with your customers.

With **remote access** to all BeeBox Systems, and our systematic problem-solving flowcharts at hand, you will be able to resolve the most common issues with ease.

Anything more challenging can be referred to us at any time for further investigation.





## THE CAPACITY TO SUCCEED

With almost 1,000 BeeBox Systems manufactured and sold to date, you can be sure this is a **tried and tested product** in the marketplace.

A **wealth of experience** in the licenced and retail trade has helped shape the business approach of BeeBox Systems, and the directors have a keen eye for spotting future trends in the industry, while avoiding unsustainable fads.

Maintaining a small but **highly efficient team** keeps our overheads low, financial position favourable, and allows BeeBox Systems to be very competitive in the marketplace.

With **scalable working practices** employed at all stages of software and hardware production, and an on-going commitment to the upgrading of IT infrastructure, the company is well-equipped to grow as demand increases.

We look forward to demonstrating our product offering further and taking the conversation further.



